

KELLOGG'S

GREAT CROPS OF

STRAWBERRIES

AND HOW TO
GROW THEM

THE KELLOGG WAY



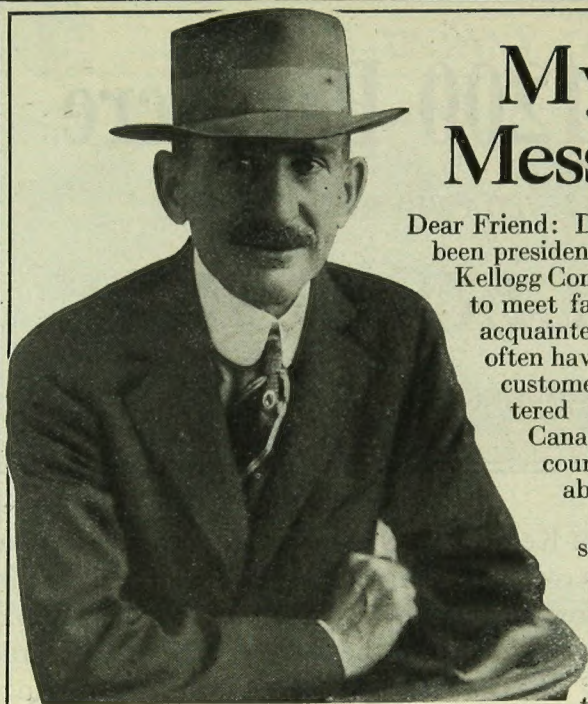
R.M. KELLOGG CO.
THREE RIVERS, MICH.
1918

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KELLOGG'S PRIZE
THE LATE STRAWBERRY
WITHOUT A FAULT

FOR DESCRIPTION SEE PAGE 22



F. E. BEATTY, President

My Personal Message to You

Dear Friend: During the fifteen years that I have been president and general manager of the R. M. Kellogg Company, it has been my great pleasure to meet face to face and become personally acquainted with many of our customers. I often have wished that I might meet every customer personally, but as they are scattered all over the United States and Canada and some of the European countries, I can hardly hope to ever be able to do this.

Therefore, I am writing this personal message as a grateful acknowledgment of the generous patronage and encouraging letters which you and our thousands of other customers have given us in the past, and I want everyone who receives this book to accept this as a personal message from me.

In addition to expressing my hearty appreciation, I also want to explain briefly a few of the reasons why Kellogg Pedigree Strawberry Plants and Kellogg's Free Service give our customers such universal satisfaction and profit. I have been a strawberry grower myself for the past twenty-five years, and know from my own early experience as a berry grower, the disappointment and loss which result from inferior plants and lack of proper knowledge of the work. To protect our customers against all disappointments and loss, I personally supervise every detail connected with the growing of Kellogg Pedigree Plants right up to and including the shipment of your order, to make sure that you receive healthy, vigorous, well-rooted, true-to-name plants of the highest fruiting quality.

To guard you against mistakes in your strawberry work, I have established Kellogg's Free Service Department, which is fully explained on page 9. You will find this department very helpful, and ready and willing at all times to give you necessary instructions and advice in all matters pertaining to your own particular conditions.

I learned long ago that a "satisfied customer" is the best advertisement any business house can have, and I will go the limit to please and satisfy everyone who places his confidence in our company. I feel that our interests are identical and that we are like one great family. Each of us is, in a way, dependent upon the other. The growth of our business depends entirely upon your confidence in us, and your success depends upon the quality of the plants you receive and the service we render in helping you in your strawberry work. The cold, indifferent way of dealing with customers never did appeal to me. I like a friendly business relation, like to put myself in the other fellow's place and to do all I can to help others.

My aim is to serve your best interests at all times so that our dealings will merge into loyal friendship and that you not only will continue a member of the big "Kellogg Family," but will help us to enlarge it by recommending our plants and our service to your friends. These mutual ties have made our company the largest of its kind in the world, and our customers the most successful strawberry growers.

I do not want any one to feel obligated to our company simply because we send them this book and give them the benefit of our experience. When you send us your order, you may do so with the full assurance that you will receive an honest dollar's value in plants for every dollar sent us, and that in addition you may have the full benefit of our Free Service Department at any time without obligation or expense.

These are the principles upon which I am conducting the business of the R. M. Kellogg Company, and I shall continue along these same lines, because it insures pleasant and profitable business relations and is the only fair, square method of dealing.

With best wishes, I am, sincerely yours,
F. E. Beatty

\$500 to \$1200 Per Acre

GROWING STRAWBERRIES

THE KELLOGG WAY

THIS BOOK EXPLAINS EVERY DETAIL

GROWING strawberries the Kellogg Way is so easy and simple that even beginners grow big crops and make big profits right from the very start. On the following pages we give you complete information on the preparation of the soil, setting the plants, their culture and picking, packing and marketing the berries. You will find the "Kellogg Way" of growing strawberries both pleasant and profitable.

Read what this beginner did:

Moscow, Idaho, January 1, 1917.

Please send me your 1917 catalog as I will want some more Kellogg Pedigree Plants this spring. From my first \$5.00 worth of Kellogg Pedigree Plants, I sold \$65.00 worth of berries the first season. Not so bad for a beginner, is it?

SOL. PEIFFER.

This is at the rate of \$910.00 per acre. What others do, you can do. If you grow strawberries for market, it is to your profit to grow the largest possible crop of the highest quality berries, the kind that sells quickly at the very highest prices.

If you grow for home use only, it is to your interest to set the strain of plants that will give you the biggest crop of the biggest and best berries, the kind that will satisfy your ideals in every way. Kellogg strawberries are the sweetest and most delicious of all strawberries, the kind that delights the entire family when served with sugar and cream, made into shortcake, or canned and preserved for winter use.

Kellogg Thoroughbred Pedigree Plants

grown the Kellogg Way produce more quarts of big, red, fancy berries and give you a greater profit per square rod than two square rods of any other plants grown any other way. This explains why Kellogg customers make \$500 to \$1,200 and often more per acre. Kellogg Pedigree Plants grown the Kellogg Way insure bigger crops, better berries, higher prices, and greater profits. Ask any man, woman or child who grows them. Here is more proof:



R.M. KELLOGG COMPANY, THREE RIVERS, MICH.



\$977.50 IS THE PROFIT DR. L. G. HEMENWAY OF ILLINOIS MADE IN ONE YEAR FROM THIS ACRE OF KELLOGG PEDIGREE PLANTS GROWN THE KELLOGG WAY

Bigger Crops

Gentlemen:—For several years, I have picked an average of 9,600 quarts of berries per acre each year from Kellogg Pedigree Plants, but never have been able to get more than 3,200 quarts per acre from other plants. This has been my experience ever since I began using Kellogg Pedigree Plants.

T. J. WILSON, Iowa.

Better Berries

Gentlemen:—I must write and tell you about my Kellogg Pedigree Plants. They are certainly the finest plants ever grown. I never in my life, saw such a big crop of big lovely berries. They are the sweetest and most delicious berries I ever have tasted. I am now picking every day, and the vines are still thrifty and loaded with fancy berries.

MRS. JAMES MAYNARD, Pa.

Higher Prices

Gentlemen:—I am making an average profit of \$900 per acre each season from my Kellogg Pedigree Plants. My berries are in great demand and sell for several cents more per quart than common berries, and although I grow a bigger crop and get bigger prices than other growers here, I am unable to supply the demand.

B. C. BAKER, Mich.

Greater Profits

Gentlemen:—Enclosed find order for 2,000 more Kellogg Pedigree Plants. In the spring of 1915, I set 1,000 Kellogg Plants, from which we had all the berries we could use during the summer and canned enough for winter. In addition to this we sold \$100.00 worth of berries. I consider this mighty big interest on a \$10.00 investment.

HENRY F. GUAY, Wis.

In a single season:

J. W. Rowe, San Gabriel, Calif., made \$1,677.88 from one acre of Kellogg Pedigree Plants grown the Kellogg Way.

J. A. Johansen, Neb., made a net profit of \$670.00 from three-fourths of an acre.

J. H. Gage, Ray, Ind., realized \$700.00 profit from five-eighths of an acre.

John C. Hodson, Burlington, Maine, cleared \$80.00 from only \$10.00 worth of Kellogg Pedigree Plants.

These are only a few of the many thousands of similar reports which have come to us from satisfied customers in every nook and corner of the United States and Canada.

Big and Quick Profits from Kellogg Pedigree Plants Grown the Kellogg Way

Grow Kellogg Pedigree Plants the Kellogg Way and make your dream of quick and big profits come true.

In the garden or back yard, in the field or orchard, or along fences, Kellogg Pedigree Plants grown the Kellogg Way thrive and produce big crops of big red berries. Their sweet and delicious flavor satisfies and delights all lovers of good things. They are the most beautiful and most delicious of all strawberries and give bigger and quicker profits than any other crop.

Every claim we make for Kellogg Pedigree Plants is verified in actual test, year after year, by all who grow them. Read what our customers say:

Gentlemen:—From the 700 Kellogg Pedigree Plants which we purchased from you in 1915, we



GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



MR. S. S. CRIFE OF INDIANA IN HIS KELLOGG STRAWBERRY GARDEN

This picture shows how Mr. Cripe makes every square foot of his ground contribute its full share toward supplying his family. His strawberry garden is grown in a narrow strip in his back yard between the walk and vegetable garden. Although Mr. Cripe is an old gentleman, he still finds pleasure and profit working in his garden.

picked 902 quarts of berries last season, which sold for \$112.75. This is a bigger crop than I ever have realized from any other plants, and is at the rate of \$2,255.00 per acre.

PETER E. LENTIG, Illinois.

Gentlemen:—The 500 Superb plants which I received from you last spring produced 942 quarts of berries during the summer and fall. We sold \$89.75 worth in addition to what we used and gave away.

A W. DENBO, Indiana.

F. L. Jenkins, Leon, Iowa, realized \$175.00 from one-fourth of an acre.

H. E. Cuendet, Condon, Ore., made \$25.50 from three square rods, or at the rate of \$1,360.00 per acre.

A. N. Squires, Norwich, N. Y., sold \$180.25 worth of berries from 1,300 plants, which is equivalent to \$900.00 per acre.

W. J. Lewis, Milton, N. H., sold \$122.00 worth of berries from 1,000 plants.

H. B. Stewart, Myrtle Point, Ore., cleared \$1,600.00 per acre

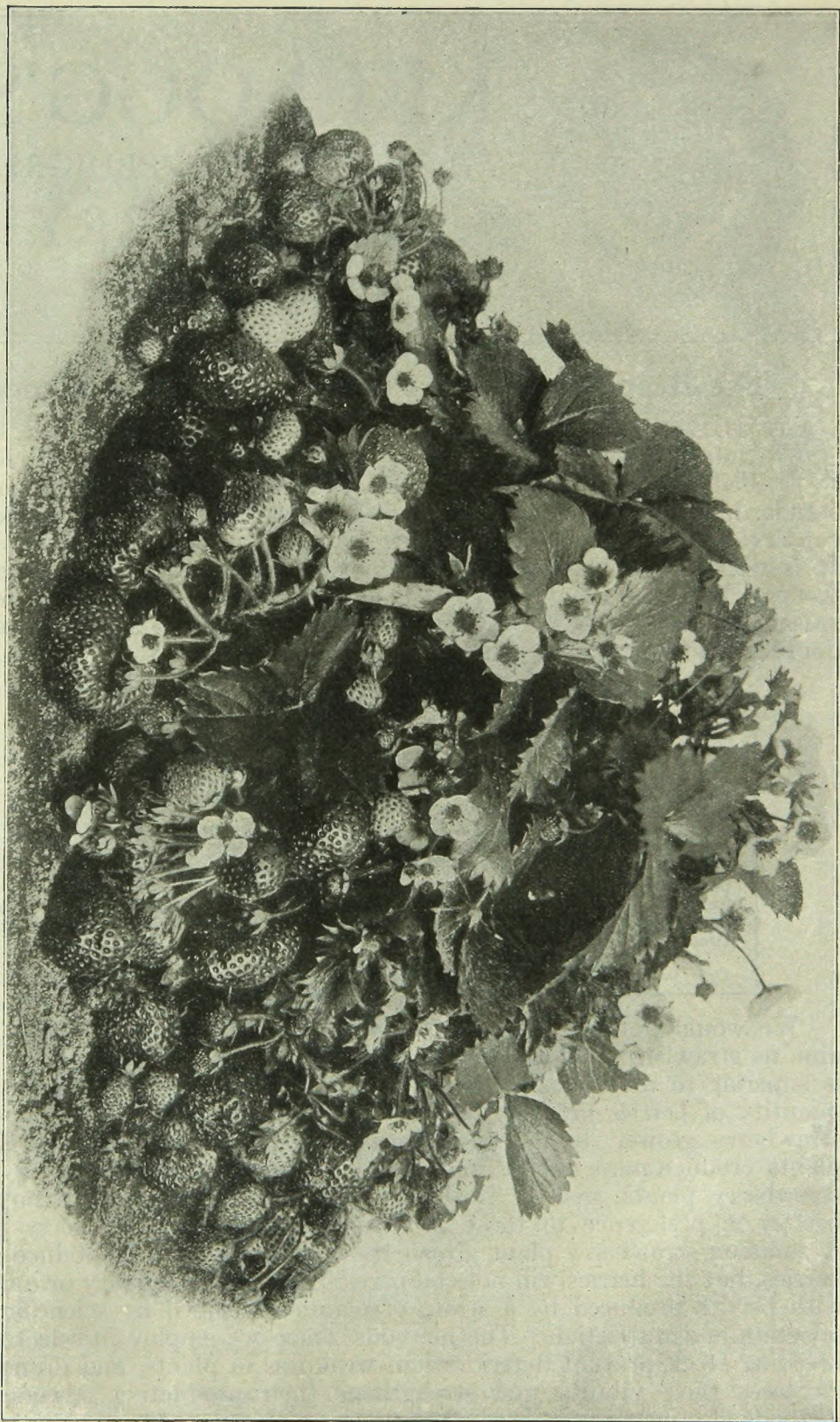
We could fill volumes with just such reports as these from satisfied customers who are always anxious to recommend the Kellogg Pedigree Plants.

R. M. KELLOGG CO.,
Three Rivers, Michigan.

Gentlemen:—

I have grown Kellogg strawberries exclusively for the past fifteen years and seldom make less than \$1,200 per acre. Last year I made \$1,500 per acre from Kellogg's Everbearing Strawberries. I visited your farm last October and was convinced that you do even more than you claim. Your strawberry book has been worth its weight in gold to me.

Yours very truly,
W. L. FORBES, Vermont.



A SINGLE HILL OF KELLOGG'S SUPERB EVERBEARER GROWN THE KELLOGG WAY
(PHOTOGRAPHED OCTOBER 15)



KELLOGG'S

THOROUGHbred, PEDIGREE

STRAWBERRY

PLANTS

The Result of 40 Years of Strawberry Experience

AN IDEA, years of patient effort, then Kellogg Pedigree Plants. Unfortunately, it is difficult for those who never have grown Kellogg Pedigree Plants or seen them fruiting, to appreciate their high standard, and to these, our most conservative claims, as well as the most conservative claims of our customers, may seem impossible or exaggerated. It is difficult for them to appreciate the difference in quality between Kellogg Pedigree Plants and "common" strawberry plants, and for this reason, we say, "Ask any Kellogg customer." Here's a letter from one doubter who was changed to a believer:

Gentlemen:—I have read statements in your catalog which seemed rather strong and exaggerated to me before growing Kellogg Pedigree Plants myself, but my experience with the 500 Kellogg everbearing plants which I bought from you a year ago, has completely removed all doubt. I set these plants April 10th, and commenced to market berries August 1st, and by October 1st, had sold \$51.75 worth of berries. In addition to this, we had all the berries we could use from August 1st to November 1st, in spite of some hard freezes. We had berries that weighed two ounces each or only eight berries to the pound, and many quart boxes were well filled with eighteen berries each. I received \$4.00 per crate for the entire crop. My yield was at the rate of \$1,449.00 per acre for only two months' picking the same season the plants were set. I counted as many as thirteen fruiting stalks on a single plant, each stem having more than twenty berries.

L. G. CLAPP, Washington.

We would not be contented to grow just "strawberry plants." Our aim, as strawberry plant breeders, is to produce a strain of plants which is superior to all others, both in vigor of plants and the quality and quantity of berries produced. For this reason it is to your interest as a strawberry grower, to set the Kellogg Pedigree Plants because Kellogg plants produce more berries and berries of higher quality than any other strawberry plants, making it to the interest of the public to buy your berries in preference to those produced by common strawberry plants. A common strawberry plant grown the ordinary way will produce strawberries, but the berries will not compare, either in size, quality or quantity, with berries produced by a strain of plants developed by scientific plant selection and restriction. The methods which we employ in selecting our breeding stock prevent deterioration, weakness in plants, and drones, and increases their vitality and strengthens their productive powers. Our methods also insure pure-bred, true-to-name, plants.



A KELLOGG PEDIGREE MOTHER PLANT

Note the strong, powerful root and crown system, also the healthy foliage. Like begets like, and plants produced by such mother plants as this are sure to inherit the same strength and vigor as the mother plants.



GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



THESE 40 FAITHFUL EMPLOYEES PLAY A VERY IMPORTANT PART IN MAKING KELLOGG PEDIGREE PLANTS THE MOST PRODUCTIVE AND MOST PROFITABLE PLANTS GROWN

Scientific Cultural Methods

WHILE plant selection and restriction are an important part of the Kellogg Way of developing Kellogg Pedigree Plants, the feeding, watering and cultural methods play an equally important part in keeping the Kellogg thoroughbreds up to their high standard. With our overhead irrigation system, our powerful spraying machine and our methods of fertilizing and cultivation, Kellogg Pedigree Plants suffer no setback or check in their growth through lack of moisture, fertility, thorough cultivation, or on account of insects or plant diseases. They are kept in a continuous, vigorous growing condition throughout the entire growing season. For the past forty years, we have been constantly developing improved methods, and have made strawberry growing and strawberry plant production our life-study. The Kellogg Way always has represented the most improved and most scientific methods known to the strawberry world, and the big crops and big profits realized by our customers during the past forty years, make it to our interest to continue growing the same Kellogg thoroughbreds in the same Kellogg Way, thereby insuring our customers the biggest crops and the biggest profits in the future.

Strawberry plants may be likened to chickens. The number of eggs you get depends upon the number of hens that are laying and the better-laying strain you have the greater will be your egg production. The number of quarts of strawberries you get per square rod depends entirely upon the number of heavy-fruited plants growing upon that square rod.

Every Kellogg Pedigree Plant is a heavy producer; no drones or loafers. Every plant is right on the job with its full quota of berries at fruiting time. This explains the big crops and big profits realized from Kellogg Pedigree Plants grown the Kellogg Way.

And it also explains why it is that "once a Kellogg customer, always a Kellogg customer" is the rule, and that year after year our old and cherished friends come back with increasingly large orders for Kellogg Pedigree strawberry plants.

Our Responsibility and Business Methods

NO MATTER what you are buying, you should know the responsibility of the firm with which you are dealing. Those who have dealt with us in the past know from experience that we are absolutely responsible and worthy of their confidence. But for the benefit of those who are about to deal with us for the first time, we wish to give briefly the principles upon which we conduct our business, also references as to our responsibility.

First, from the very beginning of this company, we have practiced the fair, square "honest-to-goodness" method of dealing with every customer, endeavoring to win each as a permanent customer as well as a friend and booster.

Second, we have no favorites, all customers being treated exactly alike. Every customer receives the same high-quality plants and the same service whether his order amounts to one dollar or one hundred dollars.

Third, our aim is never to allow a customer to make a mistake if we can possibly avoid it. We never are too busy to answer questions or to advise a customer when he is in doubt.

Fourth, for every dollar sent us, we give an honest dollar's value in plants and an equal or greater value in service.

In short, we endeavor to treat all customers exactly as we would want to be treated if we were buying from them.

As to our financial responsibility, we refer you to either the First State Savings or the First National Bank of Three Rivers, or to the Postmaster, American Express Company, or any other company, firm or individual of Three Rivers. Or, if you prefer, ask your own banker to look us up for you in Dun or Bradstreet. They can tell you in a very few minutes that we are highly responsible and to be trusted in every way. Make inquiry as suggested here and you will not hesitate to place your fullest confidence in us.

KELLOGG'S FREE SERVICE AND WHAT IT MEANS TO YOU

IF WE lost interest in you after we received your order for strawberry plants, we would naturally expect that you would lose interest and confidence in us. Any Kellogg customer will testify that the benefit they derive from Kellogg's Free Service is worth as much to them as the total cost of their plants. It not only is our duty, but it is a pleasure to stand by our customers at all times and to help each customer to grow bigger crops of better berries by giving them the full benefit of our forty years of strawberry experience. This we do absolutely free, and without placing the customer under any obligations whatever to us. We will select plants for you if you wish us to do so and tell you how to set them to insure perfect mating.

Give us the dimensions of the ground you wish to use for strawberries and we will tell you how many plants you will require.

We will select varieties adapted to your own soil and conditions.

If at any time you encounter difficulties in your strawberry work, we will do all we possibly can to help you overcome them.

Whether you want information regarding the growing of your crop or marketing your berries, we are at your service and will answer your questions as promptly and with just as much interest as though it were our own crop.

We feel a personal interest in you and your success with strawberries, because the more berries you grow and the more profit you make from Kellogg Pedigree Plants, the more interested you will become in the Kellogg Pedigree Plants and the Kellogg Way. We realize that your success means our success. The Kellogg Free Service Department was organized for the sole purpose of making strawberry growing just as easy and simple as possible for our customers. Our aim is to guard Kellogg customers from mistakes, disappointment and loss, and to assist them in growing bigger crops of better berries, the kind that always sells readily at the highest prices, and to make our customers' relations with us not only pleasant and satisfactory, but also highly profitable.

This is Kellogg's Free Service and what it means to you.

Selecting Varieties

Strawberries thrive and produce big crops in all soils and climates, if you have the proper varieties. It is our business as well as our pleasure to see that each customer gets varieties that are especially adapted to his soil and climatic conditions, and if you are not acquainted with varieties, it will be to your profit to let us select the varieties which will give you the biggest crop of the highest quality

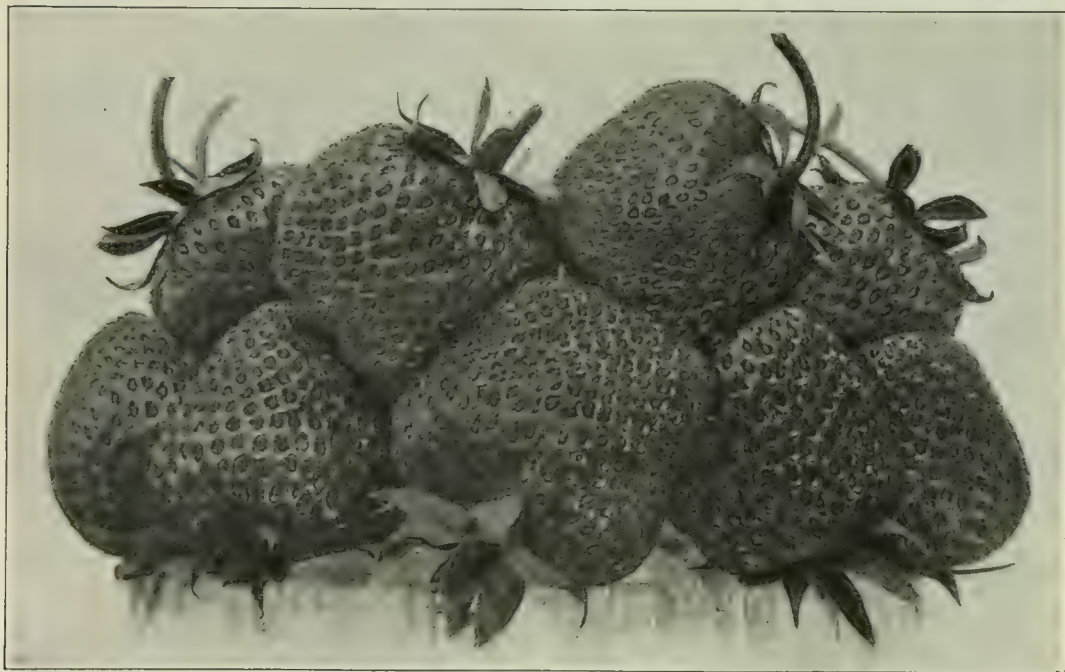


A KELLOGG STRAWBERRY GARDEN OWNED BY A TRAVELING SALESMAN

This Kellogg Strawberry Garden is owned by Mr. Frank Prough, of Indiana, who is a traveling salesman. This beautiful little garden is grown in hills, the Kellogg Way, and shows how easily a traveling man can add beauty, pleasure and profit to his home by working in his garden between trips. When Mr. and Mrs. Prough want strawberries, all they have to do is to step out into their garden and pick the big delicious fellows fresh from the vines.



GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



CHESAPEAKE, MALE OR BISEXUAL—LATE

Chesapeake is steadily winning popularity over a wide range of territory; indeed, the demand for this strawberry now extends from the Atlantic to the Pacific. It is universally known and admired for the large size of its fruit, its heavy yielding powers, its fine flavor, and because of the rust-proof quality of its foliage. Another characteristic which is particularly reported on by our customers is its ability to withstand frost and drought. For prices of Chesapeake plants, see page 63, column 2.

berries. We are not satisfied merely to sell you plants. We want you to succeed in your strawberry work and make every dollar possible from the money which you invest in Kellogg Pedigree Plants. The growth of our business depends entirely upon the success of our customers, and if, through our selection of varieties and service rendered, we can make it possible for each customer to grow bigger crops and make bigger profits, our customers will, in turn, continue to place their confidence in us and also will recommend our plants and our company to their friends. Should you prefer to make your own selection, you may do so, and if the varieties which you select are not what you should have, we will advise you and suggest varieties which we recommend for your particular conditions. No matter where you live or what your soil or climatic conditions may be, we want to so help you in every way that the Kellogg Pedigree Plants growing on your grounds will not only be highly profitable to you, but also a convincing advertisement for us.

How to Ask Questions

One of the objects of our Free Service Department is to answer your questions whenever you are in doubt in your strawberry work, and if you will observe the following simple rules, it will enable us to answer your questions promptly and to give you just the information asked for:

First—Read carefully every page of this book before asking questions, as possibly it contains the very information you are seeking.

Second—Please do not include your questions in your letter, but write them on a separate sheet, and write only on one side of the paper.

Third—Number questions consecutively so we may answer them in the same order.

Fourth—Be very careful to write your name and address on your letter; also on the sheet containing your questions.

Fifth.—In describing your soil, it is only necessary to state whether it is heavy, light, or loamy. It makes no difference whether it is level or rolling. Do not send samples of your soil, as they are of no value whatever to us in making up your selection of varieties, or in judging the quality of your soil.

Sixth—It is unnecessary for you to give us any information regarding your general climatic conditions, as we are acquainted with climatic conditions in all sections of the country.

Seventh—In writing us, always be sure to sign your full name and address very plainly. Almost every mail brings letters with either no name signed or the address not given. We, of course, are unable to answer such letters, and the writers, no doubt, wonder why they do not get a reply.

Eighth—It is important that you always sign your name exactly the same. That is to say, do not sign John Smith one time and J. Smith the next, or Mrs. John Smith one time and Mary Smith the next.

Ninth—If you write us during your absence from home, always mention your home address so that we may refer to former correspondence and avoid errors. We keep an accurate record of all correspondence with our customers, and it is greatly to your interest to observe these simple requests, as by so doing, you will help us to give your letters prompt attention and just the information you desire.

GROWING STRAWBERRIES THE KELLOGG WAY

THERE are only two ways to grow strawberries, the profitable way and the unprofitable way.

Past experience proves that the Kellogg Way is the easiest, most simple, and most profitable way because it is the practical and common-sense way. You cannot afford to use your valuable land and spend your time and hard-earned dollars trying to grow strawberries the way which already has proved unprofitable.

The Kellogg Way not only is endorsed by our customers but also has the endorsement of every agricultural college in the country. No scientist or horticulturist can criticize the Kellogg Way because it is in accordance with the laws of nature. It is inevitable that nature has full control of all crops, therefore the more closely we follow the laws of nature, the greater the crop and the bigger the profit. On the other hand, when we ignore the laws of nature, we fail absolutely. In presenting herewith the Kellogg Way, we have described, step by step, every detail in a manner which will make it easy for all to understand and follow. You will observe that the Kellogg Way means simply working in harmony with the laws of nature.

If we have failed to explain some feature which concerns you personally, or if there is anything which is not perfectly clear to you, ask all the questions you wish and our Free Service Department will give you just the information you desire.

Soil Preparation

The first step in preparing the soil for strawberries is to plow or spade your ground just as early in the spring as conditions will permit. Ground plowed in the fall should also be re-plowed in the spring. Pulverize the soil to the full depth of the plowing. In fields this is best done with spike, spring-tooth, or Acme harrow, or with disc. In gardens or back yards, a common garden rake is ideal. The sooner you pulverize the soil after it has been plowed or spaded, the more easily and more thoroughly this work can be done. If your soil is of a loose nature, it should be pressed down with roller or float. If it is heavy and easily packed, less rolling will be necessary, just enough to break up the clods. If it is convenient, manure the ground during the winter or early spring months, applying about twenty two-horse loads per acre. This should be scattered uniformly over the ground. We have learned through experience that it is not absolutely necessary to apply the manure before plowing, as you will get the full benefit from manure spread evenly between the rows after the plants are set. When the manure is applied in this manner, it serves a double purpose: First, it acts as a mulching protecting the ground from the direct rays of the sun, thereby retaining moisture and preventing the formation of crust; and second, every rain liberates some of the plant food contained in the manure which is immediately taken up by the soil and used by the plants. This

top-dressing of manure will not interfere with cultivation, but on the contrary, each time you cultivate, the manure will become more thoroughly mixed with the surface of the soil where the plants will get full benefit from it. Last season we applied eighteen big carloads of manure as top-dressing. This is the most economical method of fertilizing because it requires only about eight or ten two-horse loads per acre. For the average Kellogg strawberry garden, only four or five wheelbarrow loads of manure are required. If you cannot get ordinary stable manure, pulverized or shredded manure makes a splendid top-dressing and may be obtained from the Pulverized Manure Company, Union Stock Yards, Chicago. This should be applied at the rate of about one ton per acre, or from 50 to 100 pounds for a Kellogg strawberry garden.

Sod Land

Blue grass, clover, or alfalfa sod, also land which has recently produced a crop of soy beans, velvet beans, cow peas, or vetch, is in ideal condition for strawberries and will grow a splendid crop of berries without the application of manure. The crop will be larger, however, if manure is applied. Timothy sod will grow good strawberries when properly fertilized, but there is some danger of white grubs existing in such sod and unless plowed late in the fall, we would not recommend it as desirable for strawberry plants.

The reason white grubs are found more often in timothy than any other sod is on account of its wiry roots. We never have experienced any loss from white grubs when growing strawberries on freshly plowed blue grass, clover, or alfalfa sod. For the amount expended, nothing adds more fertility to the soil than some legume crop such as cow peas, velvet beans, soy beans, or vetch.

Setting Plants

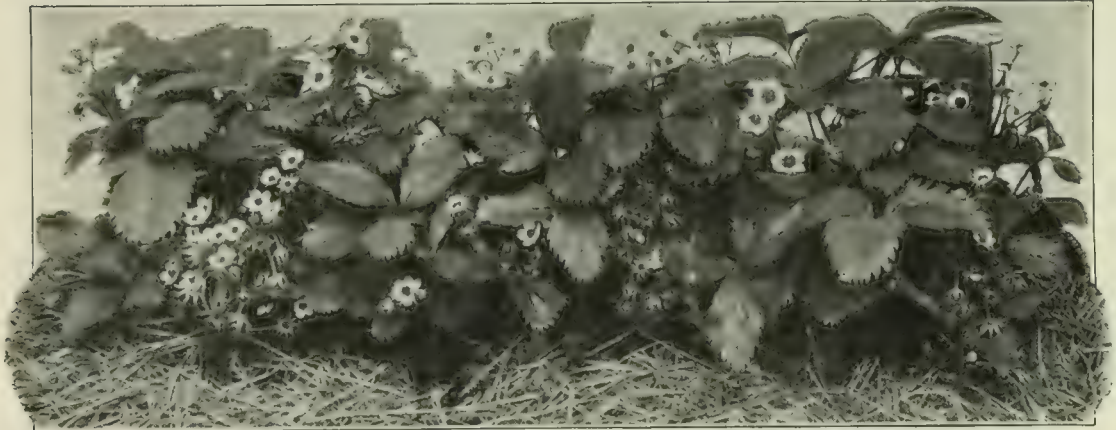
Strawberry plants are set in the same manner as cabbage, tomato, or any other vegetable plants. Simply make an opening in the soil with spade or dibble, put the roots of the plant straight down into the opening, and press the soil firmly against the roots. Be sure that you have the crown or heart of the plant above the surface of the ground. Plants should be pruned before they are set, but this is unnecessary when you set the Kellogg Pedigree Plants because they are pruned and all ready for setting when you receive them.

Trenching or Heeling-in Plants

For the benefit of those who cannot set their plants when they receive them, we give herewith instructions for keeping the plants in good condition until they are set. First: Make a trench or V-shaped furrow, then open the bunches of plants and place them, roots downward, in this trench. The plants should be spread out so that when the soil is filled back into the trench it may be pressed firmly against the roots of all the plants. Several



GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



KELLOGG PEDIGREE PLANTS SINGLE-HEDGE ROW SYSTEM

The two end plants in this picture are the mother plants set two feet apart in the row and the space between filled in by two runner plants, one from each mother plant, thus making the single-hedge row. This is a small section of a row of Dr. Burrill, the Million-Dollar Strawberry.

Those who do not wish to follow the hill system, will find the single-hedge row an ideal way to grow big crops of big, fancy berries.

rows may be placed in one trench by putting in first a layer of plants, then a layer of soil, and so on. In this way, a very small space will keep several thousand plants in perfect condition until they are set. After heeling-in plants, wet the ground thoroughly and keep it moist until you are ready to set the plants. If the ground is made quite wet just before setting the plants, it will adhere to the roots and there will be no check in their growth. When heeling-in plants, be sure that the body or crown is well above the surface of the soil. The heeling-in trench should be in a convenient place where the plants may be watered and cared for with the least amount of trouble. If they are to be set two or three days after they arrive, they may be kept in a cool cellar or cave, or any cool place, but if they are to be kept for a longer period, it is much safer to heel them in. Every year we receive plants from California and the Southern States for testing purposes, and these plants are heeled-in and held in the trench from four to eight weeks, and when they are set, we get a perfect stand and they grow very rapidly indeed. It is far better to have your plants come to you early in the season and keep them in a trench until you are ready to set them, than to have them come late in the season and set them immediately upon arrival.

With our careful method of packing, we seldom fail to get plants to our customers in good growing condition, whether shipped early or late in the season. However, we urge our customers to have plants shipped just as early in the season as possible.

Mating Varieties

Strawberry plants are divided into two sexes, male or bisexual, and female or pistillate. The male or bisexual varieties produce blossoms having both male and female organs. These varieties are self-pollenizing and will produce fruit independently of the female or pistillate varieties. The blossoms produced by the female or pistillate varieties, however, have only female organs and will not produce berries unless they are mated with bisexuals. Therefore, pistillate varieties should be set in rows

between flanking rows of bisexuals having the same fruiting season.

You may set an equal number of rows of both bisexuals and pistillates or as many as three rows of pistillates between two rows of bisexuals. The pistillate varieties are heavy producers and the grower should not fail to set these as well as the bisexuals.

The proper mating of varieties is one of the most important features of successful strawberry growing, and for this reason every order we receive is examined carefully, and if the customer has ordered varieties which will not mate perfectly, we immediately advise him and suggest the varieties he should have to insure perfect mating.

We are exceedingly anxious that each customer shall have a selection of varieties which will insure the largest possible crop of the highest quality berries. Therefore you may send us your order with the full assurance that we are interested in your success and that we will safeguard you against all mistakes. We are just as much interested in the quality and quantity of berries which the Kellogg Pedigree Plants will produce for you as we are in getting your order.

Removing Blossoms

Soon after plants have been set, they will begin to blossom. To allow these blossoms to develop into fruit would weaken the plant. For this reason, the fruiting stalks should be pinched off or cut off the season the plants are set as soon as possible after the blossoms begin to open. When this is done, the plant is relieved of the strain of pollen secretion and seed production. It requires but a few hours to remove the blossoms from an acre, and there is nothing you can do that will add so much to the vitality and vigor of the plants as to prevent them from fruiting the season they are set.

Cultivating and Hoeing

Begin cultivating just as soon as possible after setting the plants, using a cultivator that does not



KELLOGG EVERBEARERS GROWN IN HILLS THE KELLOGG WAY

This shows a section of a row of Kellogg Pedigree Everbearing Plants grown in hills. Each hill in this garden was nearly as large as a bushel basket, and no plants could possibly produce more big, fancy berries than these plants produced. If you want a big crop of big, fancy berries every year, with no disappointments, grow Kellogg Pedigree Plants in hills the Kellogg Way.

cut deeply into the soil. By cultivating shallow, an ideal dust mulch will be formed and the soil will not be thrown over the crowns of the plants. The more often you cultivate, the less you will be troubled with weeds. A cultivation every week or ten days is none too often during dry weather; but do not cultivate when the soil is wet. Cultivation serves many purposes. It controls obnoxious growths, prevents the formation of crust, maintains a dust mulch, which retains moisture, and makes conditions unfavorable for underground insects, thereby insuring strong, sturdy, vigorous plants which will develop to their fullest capacity. The hand hoe should be used occasionally to loosen the soil around the plants and directly in the row where the cultivator teeth do not reach. We find the Planet Jr. 12-tooth cultivator ideal for field work, and the Planet Jr. hand cultivator best for garden work. A common garden rake also will answer the purpose. Strawberry plants should be cultivated throughout the entire growing season right up until fall. It requires only about three hours to cultivate an acre with a Planet Jr. 12-tooth cultivator. The work is done easily and at little cost, and the increased returns which result from thorough cultivation make it highly profitable to the grower.

Different Systems

The system you follow in growing strawberries will determine largely the quality and quantity of berries your plants will produce. There are several different systems—the hill, single-hedge, double-hedge, and narrow and wide matted rows, and of these different systems, we will describe only those which are most profitable—those which produce not only the largest quantities of berries but berries also of the highest quality. We have thoroughly tested out all the different systems and have learned that the two which we describe here are the only profitable ones either for home use or for market.

Hill System

This is unquestionably the most profitable system for growing strawberries. Rows should be made thirty inches apart and plants set fifteen inches apart in the rows. All runners should be

pruned regularly. This will result in producing large, vigorous, well-developed plants, because the strength which otherwise would be expended in producing runner plants is used in building up one large, perfectly developed plant, having a powerful fruiting system. A fruit tree which is not relieved of its surplus growth will not fruit profitably, but when the tree is pruned, the energy which would have been used up by the unnecessary growth, goes to develop fertile fruit buds. The same principle which governs fruit trees also applies to strawberry plants. It is just as impossible for a strawberry plant to produce a large crop of high quality berries when it already has expended its energy in producing a large number of runner plants. When plants are grown in hills, their energy is utilized in building up a heavy crown or bud system, upon which depends the crop of berries. The hill system gives a larger crop of fancy berries than any of the other systems because each plant has a large feeding area, sufficient to develop both plant and fruit, and the sun and air have full access.

It is true that the hill system means some work in removing runners, but this is offset by the saving in working around runner plants and cultivating which is necessary when the matted row system is followed, as much less work is required to keep the field or garden free from weeds and grass when the plants are grown in hills than when they are grown in matted rows. If the plants are set in check rows, they may be cultivated both ways which leaves but very little work to be done with the hoe.

This system requires 14,000 plants per acre.

Single-Hedge Row System

Next to the hill system, we recommend the single hedge row system. The rows should be made thirty-six inches apart and plants set about twenty-four inches apart in the rows. Each of these plants should be allowed to make two runner plants, which should be layered, one on each side of the mother plant, directly in line with the original row. All other runners should be pruned off regularly. The runners are easily pruned off with the hoe when hoeing, or they may be pinched off



GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



MRS. P. N. WEAVER, STURGIS, MICH., IN HER KELLOGG STRAWBERRY GARDEN

This Kellogg Strawberry Garden occupies a space of ground only 27x36 feet. In the early summer of 1916, it produced 135 quarts, and in 1917, it yielded 167 quarts. Mrs. Weaver does all the work herself and besides has a large flock of chickens and a most beautiful vegetable garden, and, as you can readily see, she is not a young girl.

with the thumb nail. Allowing each mother plant to make only two runner plants does not lessen its fruiting capacity. When the single hedge row as described here is fully formed, plants will set about eight inches apart in the rows. This system requires 7,250 plants to set one acre, and by allowing each of these to make two runner plants, you have 21,000 plants fruiting on each acre. The single hedge row is a very profitable system for growing strawberries, and, as in the case of the hill system, very little hoeing is necessary. Whether you grow strawberries for home use or for market, either of the two systems described here will give you a bigger crop of better berries than can be grown by any other system. We do not describe any of the other systems because we do not recommend them. We want our customers to follow either the hill or single hedge row system because we have learned through experience that these are the two most profitable ways to grow strawberries.

Spraying

There is no crop that is so seldom affected with insects and plant diseases as the strawberry when properly grown, and for this reason, Kellogg customers seldom find it necessary to spray.

When strawberry plants are kept free from weeds and grass, there is no place for insects to hibernate and breed. Insects are seldom found where clean cultivation is practiced. Cultivation also keeps the plants growing vigorously which enables them to resist any fungus attack.

In growing Kellogg Pedigree Plants, we practice both clean cultivation and spraying so that our customers will be fully protected against all insects and plant diseases. Our aim in doing this is to furnish all Kellogg customers with the purest, healthiest, and most vigorous plants that can be grown, and if they follow the Kellogg Way, practically all danger from insects and plant diseases

is eliminated. However, should it become necessary to spray, it is important that the grower should know when to spray and what materials to use.

For all leaf-eating insects, use arsenate of lead in either paste or powdered form. When paste is used, dissolve at the rate of three pounds of paste in about two gallons of water. First put the paste in a vessel holding at least two and a half or three gallons, adding only about a quart of water at a time and stirring thoroughly as the water is added. Continue stirring and mixing until about two gallons of water have been added, or until you have a creamy mixture. Pour this mixture into sufficient water to make fifty gallons of solution.

When using the powdered form, two pounds will be sufficient for fifty gallons. This should be prepared in the same manner as the paste, only the powder dissolves more readily, and therefore will require less mixing.

For leaf-curl or mildew, which can easily be detected by the curling or cupping of the leaves, use lime-sulphur at the rate of two and a half gallons to enough water to make fifty gallons of the solution. For all other forms of fungus, such as leaf spot and all other forms of rust, spray with Bordeaux mixture, which is made as follows:

Put four pounds of blue vitriol (copper sulphate) in a coarsely woven sack and suspend in a barrel containing twenty-five gallons of water. If the sack is fastened to the barrel so that the vitriol in the sack will float on top of the water, it will dissolve very quickly. While the vitriol is dissolving, put four pounds of either lump or powdered lime in a vessel holding about three gallons. Pour water over this slowly, stirring as the water is added. When these materials are thoroughly dissolved, pour the lime water into the vitriol solution, and add enough more water to make forty gallons of the solution. Spray as soon as any evidence of disease is noticed. It requires



A KELLOGG STRAWBERRY GARDEN OWNED BY MR. JOHN CROSS, THREE RIVERS, MICH.

Along the driveway, under young fruit trees, this Kellogg Strawberry Garden is producing more delicious strawberries than Mr. Cross' family of eight can use throughout the entire year. For years Mr. Cross has had a Kellogg Strawberry Garden which has fully supplied his large family with the best strawberries that can be grown.

approximately twenty-five gallons of either of these solutions to spray one acre.

If these directions for preparing solutions and spraying are followed, it will be an easy matter to control both insects and plant diseases. Preventives are always better than cures, and for this reason we want to again impress upon you the importance of strong, healthy, vigorous plants, clean cultivation, and rotation of crops.

Bear these important essentials in mind, and your troubles from insects and plant diseases will be practically eliminated.

Mulching

This is a very important feature of strawberry growing. It protects the plants from injury during the alternate freezing and thawing in winter, is a great aid in retaining moisture while the plants are fruiting, and affords a clean surface for the berries to ripen upon, preventing them from becoming soiled from the dirt and sand. Mulching also aids the grower in controlling weeds and grass which otherwise would interfere with the crop. Any kind of straw, marsh hay, shredded corn fodder, or coarse manure makes an ideal mulching. It should be applied early in the winter, soon after the first heavy freeze, at the rate of three or four two-horse loads to the acre. When manure is used, the coarse, strawy material should be applied directly over the plants, and the heavy portion between the rows. There is a decided advantage in using manure for mulching because it also adds greatly to the fertility of the soil, thereby serving a double purpose. The mulching should remain over the plants until early in the spring, when it should be removed from directly over the plants to the spaces between the rows. This gives a heavy application between the rows and also relieves the plants from any obstruction which might inter-

fere with their growth. This, like all other work connected with strawberry growing, is easily and quickly done.

Weeding the Fruiting Bed

Weeds and grass never should be allowed to grow in the fruiting bed. This obnoxious growth is easily and quickly removed. It may be pulled by hand after a rain or cut out with a sharp hoe. When plants are mulched, the easiest and quickest way is to pull weeds by hand. If the strawberry field or garden is kept free from all obnoxious growth during fruiting time, the plants will grow more vigorously, thereby producing a bigger crop of better berries. It also makes the work of picking much easier, quicker and more satisfactory to the pickers, and is a great preventive against insects.

A clean fruiting bed always will fruit longer than a weedy one because the plants will better retain their vigor, thereby enabling them to mature their full crop.

After Harvest

Strawberry plants may be allowed to fruit for two full years if the bed is properly prepared for the second years' crop.

After the plants have completed their first crop of berries, the foliage should be mowed off close to the ground with sickle, scythe, or mowing machine. All litter such as foliage and mulching should be removed from the bed and the plants cultivated the same as a newly set bed. After the first cultivation, fine soil should be raked over the plants to a depth of about one-half inch, just enough to cover the crowns. When this is done, the new growth soon will come up through the soil and a new set of roots will form just above the old root system. When plants are grown in hills, all runners should be pruned the same as the first



GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



A KELLOGG STRAWBERRY GARDEN GROWING IN A FRONT YARD

Right out in the front yard on a beautiful paved street, Mrs. Henry Ganger, Goshen, Ind., has a Kellogg Strawberry Garden which is supplying her family with all the berries they can use picked fresh from the vines during the summer and prepared in different ways for winter.

year. If they are grown in single hedge rows, two new runner plants should be allowed to develop on each of the plants which is left. This gives the same arrangement as the first year. We do not recommend the matted row, but those who follow this system should narrow down the rows after the foliage has been mowed off and removed. This work is done with either small bar shear, or common breaking plow. Simply throw a furrow from either side of the row, leaving a ridge, or what is commonly known as a back furrow between each two rows. These ridges should be leveled down with cultivator or harrow. In narrowing down the matted rows, the strip of plants allowed to remain should be about six inches wide. These should be thinned out with hoe, leaving hills about twenty to twenty-four inches apart, and if the grower wishes to continue following the matted row system, runner plants should be allowed to form the same as the first year. After the rows have been narrowed down, the bed may be harrowed both ways without injuring the plants. In family gardens, the rows may be narrowed down with spade and the soil leveled with garden rake.

After the bed has fruited two years, the plants should be plowed or spaded under, as it is poor practice to allow plants to fruit more than two years. Some growers allow plants to fruit two or three years and then take plants from the old fruiting bed for setting a new bed. It is unnecessary to say that these growers find strawberry growing unprofitable. After plants have fruited two years, their fruit producing organism has been weakened which makes them unfruitful and consequently unprofitable.

No grower should invite failure by trying to grow both fruit and plants in the same bed at the same time or by setting plants which have been taken from a fruiting bed.

Pedigree Plants and Why You Should Set Them

The quality of the plants you set determines the quality and quantity of berries which you will harvest, because the plants are the very foundation of your berry crop. The cost of preparing your soil, fertilizing, setting the plants, cultivation, etc., is the same whether you have plants that will produce 2,000 or 10,000 quarts to the acre. Therefore, can you afford to use your land and spend your time and hard-earned dollars with plants which cannot possibly produce more than the expense of growing the crop?

During the past few years the Illinois Central Railroad Company has observed a decided decrease in shipments of southern strawberries. In 1916 this condition became so alarming that Mr. W. L. Park, Vice-President of this railroad decided to investigate thoroughly the cause of this decrease. For this investigation he selected Dr. F. L. Stevens Professor of Plant Pathology of the University of Illinois, and Mr. Frank E. Beatty, President of R. M. Kellogg Co. A most thorough investigation by these two experts throughout the southern strawberry districts revealed the fact that almost without exception, the small yields had resulted from the growers taking plants for their new settings from fruiting beds. The few growers who used strong, fruitful plants were still realizing profitable crops.

One of these few growers reported that he seldom made less than \$500 per acre each year, and another was making better than \$1,000 per acre. The Illinois Central Railroad now has established a demonstration strawberry farm at Hammond, La., where Kellogg Pedigree plants will be used for propagating and demonstrating purposes, hoping thereby to get the growers interested in a strain of plants that will give them big, profitable crops.

HOW TO MAKE ONE ACRE DO THE WORK OF TWO

IN MAKING one acre do the work of two, the three necessary requirements are highly productive plants, rich, fertile soil and intensive cultural methods. Strawberry plants may be likened to machines, the fertilizer to raw material, and the soil to a factory or workshop.

The plants are the machines which make the strawberries from the raw material contained in the soil, while the soil itself is nothing more or less than a workshop or place for setting these machines. Intensive cultural methods keep both the plant machines and their workshop in perfect working condition at all times.

In preparing the soil to make one acre do the work of two, apply from fifteen to twenty two-horse loads of any kind of stable manure per acre. Plow this under just as early in the spring as soil conditions will permit. Make the rows thirty inches apart and set the plants fifteen inches apart in the rows. Keep off all runners and follow the hill system. About four weeks after setting the plants, apply manure between the rows, using five or six two-horse loads per acre. Cultivate at least once every week when soil conditions will permit. Avoid cultivating when the soil is wet, but don't fail to cultivate just as soon after every rain as soil conditions are favorable. These repeated cultivations thoroughly incorporate the top dressing of manure with the top layer of the soil, aid in retaining moist-

ure, and prevent the formation of crust. Continue cultivating until late in the fall and keep the plants free from all obnoxious growth at all times. Mulch the plants soon after the first freeze, and remove the mulching which lies directly over them in the spring before new growth starts.

If you set plants of the highest fruiting quality, each plant contributing its full share toward the crop, and follow the intensive methods outlined here, you will grow more berries on one acre than can possibly be produced on two acres grown in any other way.

Can you afford to plow, set, and cultivate two acres the old way, when you can grow more berries and make a greater profit from one acre with less work and expense by following these intensive methods, which make your soil richer, more productive, and therefore more valuable from year to year? Your profit is not determined by the number of acres you set to strawberries. It's the dollars you have left from each acre at the close of the season that determines the size of your profits. These are the methods followed on the Kellogg farms, and they have proved so profitable to us that we unhesitatingly recommend them to our customers. We invite you to visit our farms and see for yourself that we practice what we preach, and that it is possible to make one acre do the work of two.



**A KELLOGG STRAWBERRY GARDEN WITH A RECORD FROM THREE RIVERS TO PENNSYLVANIA
AND BACK AGAIN**

The plants shown in this picture were shipped to a customer in Pennsylvania, where they were kept for a day or two. Through a mistake, they were returned to us, and after several days one of our neighbors, Mr. James Snyder, purchased them and set them in a vacant lot. Notwithstanding the fact that they had been out of the ground fully two weeks, every plant lived and produced an enormous crop of berries just as though nothing unusual had happened. This small patch produced between 500 and 600 quarts of fancy berries in 1917. This should convince even the most skeptical that Kellogg Pedigree Plants are the hardiest and most productive plants grown.

KELLOGG'S BIG FOUR

THE WORLD'S BIGGEST MONEY MAKING
STANDARD VARIETIES

SINCE the beginning of strawberries, there never has been four standard varieties which cover the entire strawberry season more completely and give as big profits as Kellogg's Premier, Dr. Burrill, Magic Gem and Kellogg's Prize—the four varieties which constitute "Kellogg's Big Four."

These four splendid varieties are universal favorites. They produce big crops of big fancy berries in all soils and climates. From the North, South, East, and West, from high and low altitudes come reports from our customers telling about the big crops and big profits realized from Kellogg's Big Four.

Kellogg's Premier, the prize-winner and money-maker, is the first of these varieties to ripen its fruit, and better and more beautiful berries never have been produced by any other extra-early variety.

Dr. Burrill, the million-dollar strawberry, begins ripening its big crop of berries when Kellogg's Premier is at its best. Magic Gem, the gem of perfection, comes next with its big crop of beautiful and delicious Gems, and Kellogg's Prize, the late berry without a fault, is the last of these varieties to fruit and closes the season with a crop of berries unequalled either in quality or quantity by any other late variety.

We are indeed proud to have had the honor of introducing these four wonderful varieties to the strawberry world, because in doing so, we have added untold wealth and possibilities to the strawberry industry. Each of these varieties is fully and honestly described on the following pages. Grow them in hills the Kellogg Way and they will produce a crop of berries that will exceed your highest expectations.

For prices of each of these varieties, see page 63, column 3.

KELLOGG'S PREMIER—(Male or Bisexual)

(For photo engraving see page 19, also back cover)

Kellogg's Premier is, without exception, the grandest and best extra early variety ever originated. It is a strong pollenizer and the plants grow large and root deeply, making it extremely vigorous and a great drought resister. It succeeds in all soils and climates and is wonderfully productive of large, beautifully formed, deep red berries of the very highest quality, the kind which attracts attention and sells readily on any market at the very highest prices. The berries are ideal for canning and preserving, also ideal for shipping. We have sold millions of plants of this variety and never yet have received a single complaint either as to the vigor of the plants, productiveness, or quality of berries; but we have received thousands of complimentary reports from all parts of the country.

A. B. Andrews, Hamilton, Ohio, says, "I have just finished picking over 100 quarts of wonderful berries off the 100 Kellogg's Premier plants pur-

chased from you two years ago. The berries are of enormous size. I am plowing under a patch of common berries in order to set some more 'real ones.'"

E. C. Harris of DuQuoin, Ill., says: "Kellogg's Premier is a wonder. The plants are loaded with big, fine berries."

Geo. W. Davis, Brazil, Ind., writes: "Kellogg's Premier does fine here and I expect to plant it largely for my early berries."

Clyde E. Beatty of Twin Falls, Idaho, writes: "Kellogg's Premier is the very best extra early variety here. Every plant is loaded with big, handsome berries."

Kellogg's Premier truly is a "Prize Winner and Money Maker."

For prices of Kellogg's Premier plants, see page 63, column 3.



PICKING KELLOGG'S PREMIER



KELLOGG'S PREMIER, THE NEWEST AND BEST EXTRA-EARLY VARIETY

Kellogg's Premier is an early bisexual very rich in fertile pollen. The fruit begins ripening with the earliest varieties and comes into full fruit with early varieties and continues to fruit until the latest varieties are at their best. The Premier berries are larger than those produced by any

other early variety. The fruit is deeply and richly colored and very firm, which makes it a splendid shipper. As to productiveness, no other early variety equals it, and the quality of the fruit is simply superb. For prices of Kellogg's Premier plants, see page 63, column 3.



GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



DR. BURRILL—(Male or Bisexual)

(For photo-engraving, see page 21; also page 59)

Dr. Burrill was originated by Dr. J. R. Reasoner of Urbana, Ill., who also originated the famous Senator Dunlap. It is the result of a scientific cross of Senator Dunlap and Crescent, and has all the desirable qualities of both of its parents. It required twenty-five years of Dr. Reasoner's life to develop this wonderful variety. It was named in honor of Dr. Burrill, of the Agricultural College of Illinois.

It is a strong pollenizer, its foliage grows tall and vigorous, and it has a heavier and longer root system than either Dunlap or Crescent. In productiveness, it is not outyielded by any mid-season variety. Its berries are large, dark red, sweet and delicious, and in many respects resemble Dunlap berries. With us it is a heavier producer than Dunlap, and the berries are just a trifle lighter in color. As a canner, it is fully as good, if not better, than Warfield. No mid-season variety with which we are acquainted, equals Dr. Burrill, either for home use or for market.

Mrs. B. F. Friot, of Rogersville, Mo., writes: "I am more than pleased with Dr. Burrill. I believe my berries are even larger than the photographs you show in your book."

Dr. Burrill is a universal favorite and well worthy its title, "The Million Dollar Strawberry," because it will add millions of dollars to the wealth of strawberry growers throughout the country.

For prices of Dr. Burrill plants, see page 63, column 3.

MAGIC GEM—(Male or Bisexual)

(For photo-engraving see inside back cover page)

Here is a bisexual that is truly a wonder in every respect. Originated in Idaho, it succeeds everywhere it has been tested, which is in practically every nook and corner of the United States and Canada. One of our Florida customers has advised us that his Magic Gem berries were so large last season that they would scarcely go into a common water glass. An Idaho grower says, "You should push Magic Gem harder than ever, because it produces more big, fancy berries per plant than I ever have seen produced by any other variety. You cannot realize how large the Magic Gem berries grow here. Their color is dark red, and they are perfectly smooth and very solid. If you could see it fruiting here, you would write three or four pages in your catalog trying to explain what a wonderful berry it is, but words will not do it justice."

Magic Gem is an extremely vigorous grower. Its foliage grows tall and the leaves are larger than those of any other variety. It is a very strong pollenizer. It not only is a heavy producer of big berries, but brings practically every berry to full maturity, and the berries of the last picking are almost as large as those of the first. The berries are dark red with seeds deeply imbedded in the flesh; the calyx is heavy and stays fresh for an unusual length of time after the berries have been picked. It is such a vigorous grower that it is not seriously affected by extreme weather. Magic Gem well deserves its title, "The Gem of Perfection."

For prices of Magic Gem plants, see page 63, column 3.



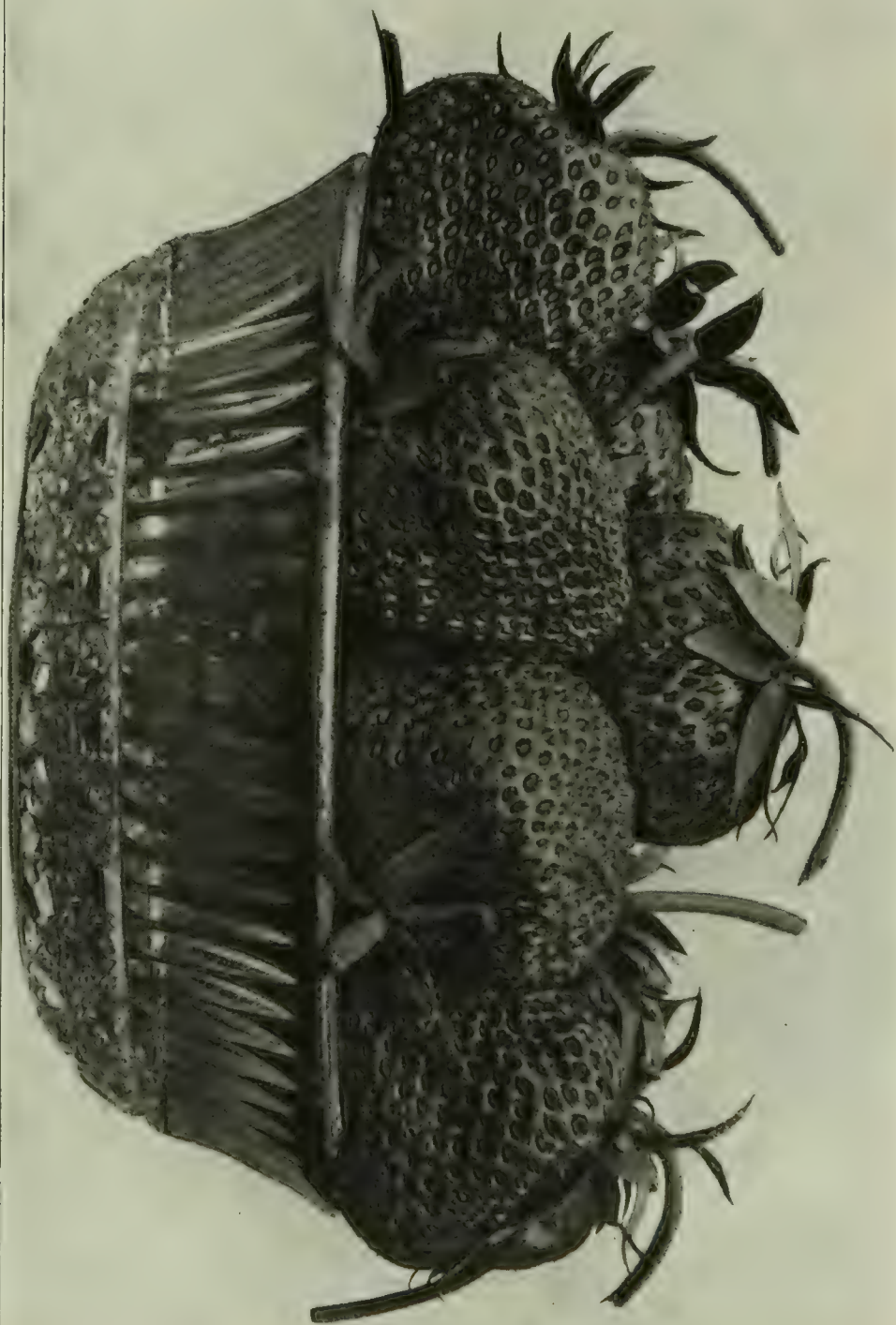
KELLOGG'S PREMIER

MAGIC GEM

DR. BURRILL

KELLOGG'S PRIZE

This illustration shows plants of our Big Four varieties ready for packing. Note the heavy root and crown system. These four wonderful varieties produce big plants, big berries, big crops and big profits.



A DISH OF LUSCIOUS DR. BURRILL—"THE MILLION-DOLLAR STRAWBERRY"
Dr. Burrill produces great quantities of big, fancy berries. See bill in full fruit—page 59.



GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



KELLOGG'S PRIZE—(Female or Pistillate)

(For photo-engraving see inside front cover page also page 23)

No late variety ever has made a greater record than Kellogg's Prize. This wonderful pistillate never fails to produce a big crop of fancy berries regardless of soil or climate. Its foliage is medium tall and spreading, affording great protection to the berries. As a heavy producer of big berries it truly is a wonder. Its berries are large and perfectly formed as shown in the photo-engraving on the first inside cover page. Their color is bright glossy red with yellow seeds slightly imbedded, making a most beautiful appearance when packed for market. The flavor of the berries is simply delicious and, as they are firm and solid, they are splendid shippers. The reports which come to us from all parts of the country on Kellogg's Prize, make us proud of the fact that we introduced this wonderful variety to the strawberry world.

G. F. Foster, Orland, Fla., says: "Kellogg's Prize is all to the good. Its berries are nearly as large as hens' eggs. Counted sixty-eight fully matured berries on one plant.

Frank Comstock of Omaha, Neb., says: "I do not think there is a berry grown that beats Kellogg's Prize. These berries brought twenty and twenty-five cents per quart when other berries were selling for only ten cents per quart."

James Price of Kalispell, Mont., writes: "Kellogg's Prize is a splendid berry here."

The late Mr. Frank Hunter, who had grown strawberries in Indiana, Illinois and Michigan for the past twenty years, and who had tested practically all leading standard varieties, often said that Kellogg's Prize was without exception, the greatest and most wonderful late strawberry he ever had grown. It was Mr. Hunter who gave Kellogg's Prize its title, "The Late Strawberry Without a Fault."

Mr. W. H. Openshaw of New Jersey says, "I am truly glad I secured from you, the Kellogg's Prize plants. This is the greatest strawberry on earth. You have made a mistake in pronouncing it 'wonderful.' You should have said 'magnificent'."

Everyone who has grown Kellogg's Prize will agree that it is both wonderful and magnificent. It is very gratifying indeed to receive such splendid reports as come to us from all parts of the country telling about the big yields and big, beautiful berries produced by Kellogg's Prize.

Kellogg's Prize won its own title, "The Late Strawberry Without a Fault."

For prices of Kellogg's Prize plants, see page 63, column 3.

These four noble varieties have so many points of excellence that it is practically impossible to find words which justly describe them. You cannot appreciate the quality and quantity of berries they produce until you have seen them fruiting. Whether you grow strawberries for home use or for market, we recommend these four varieties with the full assurance that they will exceed your highest expectations.



KELLOGG STRAWBERRY GARDEN OWNED BY JOHN MILTON OF MICHIGAN

This beautiful Kellogg Strawberry Garden is grown in hills the Kellogg Way, and during the past two years, it has produced at the rate of 100 quarts of big, red berries per square rod each year. While this is a very small garden, it fully supplies Mr. Milton's family with delicious strawberries the year 'round, and besides, enough berries are sold to pay expenses and buy the sugar and cans used for putting up the winter supply.



KELLOGG'S

PRIZE

The Late

Strawberry

Without

a Fault

FOR PRICES OF KELLOGG'S PRIZE PLANTS, SEE PAGE 63, COLUMN 3

KELLOGG'S BIG LATE

The Berry That "Makes Your Mouth Water"

Kellogg's Big Late—(Female or Pistillate)
(For photo-engraving see page 25)

KELLOGG'S BIG LATE is the one strawberry that is in a class by itself. It differs from all other varieties, both in plant and fruit. It grows the tallest foliage of any variety we ever have grown, its leaf stems measuring over a foot in length, and its fruiting stalks are almost as long as the leaf stems. It is an exceedingly heavy fruiter, each fruiting stalk producing from twenty to thirty berries. At fruiting time, the plants are completely surrounded with large, beautiful berries of the very highest quality. The berries are not only large and produced in great quantities, but are of a flavor that leaves nothing to be desired. They are bright red with a polished surface, have golden yellow seeds, and large, fresh bright green calyx, and are indeed a most handsome berry. They are also firm and solid and unsurpassed by any other variety for shipping. It is almost impossible to distinguish Kellogg's Big Late berries which have been picked for two or three days from freshly picked berries. A box of these berries was sent us by the originator from Brazil, Ind., a distance of 200 miles, by parcel post, and reached us in excellent condition. This test demonstrates their wonderful shipping qualities. The aroma from Big Late berries simply makes your "mouth water." In fact, the fragrance from a crate of these berries will perfume an entire grocery store, advertising them in a most delightful and effective manner. No effort is required to sell these berries—they sell at sight, and always at the highest market price. Mr. Davis, the originator, tells us that Big Late maintained its record again in 1917, beating all other varieties on his grounds.

He says: "I can now speak stronger for Big Late than ever. It surely is a money maker. The berries average larger than any other variety. Their quality is so fine that people just grab them at sight. They keep twice as long as any other berry. One of my grocers told me he actually believed these berries would keep for a week." It also has made a remarkable record here at Three Rivers. The soil at Brazil, Ind., where this variety was originated, is a stiff, gummy clay, while the Three Rivers soil is a sandy loam, proving that Kellogg's Big Late has no preference as to soil.

Kellogg's Big Late is truly "The Biggest and Latest, the Queen of Quality and Quantity."

For prices of Kellogg's Big, Late plants, see page 63, column 3.

Pearl—(Male or Bisexual)
(For photo-engraving see page 39)

Pearl is unquestionably one of the leading late bisexuals. It is unequalled as a pollenizer for late pistillates. The plants are strong and vigorous and the foliage tall, which forms a canopy-like protection for the berries. Pearl develops a strong

and powerful root system, in fact is one of the deepest and heaviest rooted varieties grown. It produces a crop of extra large, fancy berries which are of excellent quality, either for home use or for market. One of our customers in Nebraska says his Pearl berries are nearly as large as peaches. Another customer tells us that his Pearl berries were so large that they served them sliced like tomatoes. We have sold Pearl plants for the past four years and have received nothing but the highest praise for this splendid variety. Regardless of your soil or climatic conditions, we recommend Pearl with the full assurance that you will find it exceedingly profitable, because it becomes a great favorite wherever it is grown.

Every Pearl Berry is a "Big, Solid Beauty."

For prices of Pearl plants, see page 63, column 3.

Kellogg's Hercules—(Male or Bisexual)

We offer this promising extra early bisexual for the first time. The originator, who lives in New Jersey, says that it is the most productive of all extra early varieties he has ever grown, and that the berries are of large size. We never have seen this variety in fruit, and therefore cannot speak from our own experience. We do know, however, that it is a strong, vigorous grower, and our implicit faith in the originator prompted us to introduce his origination upon the strength of his endorsement. We do not advise anyone to set extensively of this variety, but rather to try it in a small way in order to learn what it will do under his particular conditions.

For prices of Kellogg's Hercules plants, see page 63, column 3.

Minnesota No. 3—(Male or Bisexual)

This exceedingly productive variety is a cross of Senator Dunlap and Parsons' Beauty, or Pocomoke. It was originated by Chas. Harlason, Superintendent of the State Fruit Breeding Farm at Excelsior, Minn. It is a much stronger grower than either of its parents, is a strong pollenizer and one of the hardest varieties under cultivation. The berries, in shape and color, resemble Dunlap, but are much larger, and the plants more productive than Dunlap. It begins fruiting a few days earlier than Dunlap, and under the same conditions, its fruiting season is about twice as long as that of Dunlap. It is a great drought resister, due to its long root system, and luxuriant, healthy foliage. In Minnesota, where this variety was originated, berry growers declare that it is the best standard variety they ever have grown. From the experience we have had with this variety we are indeed enthusiastic over its performance, and urge our customers to give it a liberal trial.

For prices of Minnesota No. 3 plants, see page 63, column 3.

KELLOGG'S BIG LATE
THE BIGGEST and LATEST
The QUEEN of QUALITY and QUANTITY



KELLOGG'S EVERBEARERS AND HOW TO GROW THEM

Strawberries Fresh From The Vines From June to November.

THE cultural methods which we already have given apply exclusively to the growing of the standard varieties, while the cultural methods given here apply only to the everbearers.

The soil for the everbearers should be prepared in the same manner as for the standard varieties except that more manure should be used. The everbearers produce their first crop of berries in about three months after the plants are set, and on account of their early fruiting, also their great productiveness, they necessarily require richer soil than the standard varieties. While the everbearers produce a fair crop on medium rich soil, they are much more profitable on soil prepared especially for them. Our customers who apply a top dressing of manure between the rows after plants are set, get wonderful results. One of our customers at St. Joseph, Mo., who follows this plan of fertilizing, sold \$400.00 worth of berries from one-fourth acre of everbearers the same season plants were set. The small additional cost of top dressing with manure was insignificant when compared with the increased returns in dollars which his berry crop brought him. The top dressing of manure should be applied the latter part of June or early in July, at the rate of four or five two-horse loads per acre. The strawy part of the manure should be placed around the plants as this will keep the berries clean, and the heavy part should be applied between the rows so that it will be worked into the soil when cultivating and hoeing. Any kind of stable manure or pulverized manure may be used for top dressing.

System for Everbearers

The everbearers always should be grown in hills. This system insures a large crop of fancy berries the same season plants are set as well as a large crop the following spring and fall. Hill culture insures more berries, larger berries and better berries than any other system. The plants develop to wonderful size and become exceedingly productive, often producing two quarts per hill the same season the plants are set and seldom less than one quart. The everbearers will produce a large crop when grown in matted rows, but the berries will be much smaller than when grown in hills.

Rows should be thirty inches apart and plants set fifteen inches apart in the rows, or, if you are crowded for room, rows may be made twenty-four inches apart and plants set twelve inches apart in the rows. All runners should be pruned, and the season the plants are set, all blossoms should be removed until about the first of July. If the plants are not large and vigorous by the first of July, continue removing blossoms until about the middle of July. The plants will then begin fruiting in August, and continue to fruit heavily until freezing weather. It is not necessary to remove any blossoms after the plants begin fruiting. The sec-

ond year these plants will give you a large crop of berries in the spring and early summer, and another big crop during the fall. The plants should be cultivated the first season the same as the standard varieties. It is a mistake to stop cultivating the first season when they begin fruiting. The second year, the everbearers make very few runners, but these should be removed the same as the first year. If you will follow the Kellogg Way of growing the everbearers as described here, you will find them just as easy to grow as the standard varieties.

Our customers in every nook and corner of the United States and Canada are meeting with the same success in growing the everbearers as they are with the standard varieties. Kellogg's Everbearers grown the Kellogg Way produce big crops of fancy berries in all soils and climates.

Profits From Everbearers

The big profits made from Kellogg's everbearers during the past few years removes all doubt as to their success, both for home use and for commercial strawberry growers.

Kellogg's everbearers will produce as many quarts per square rod in the spring as any of the standard varieties, barring none. In addition to their big spring and early summer crop, they produce a fall crop equally as large and often larger. They give a big profit in the spring and early summer, and a bigger profit in the fall. One wonderful feature of the everbearers is the fact that neither their blossoms nor berries are injured by frosts. This should encourage all who possibly can to grow them, as their frost-resisting habit makes them a most dependable crop.

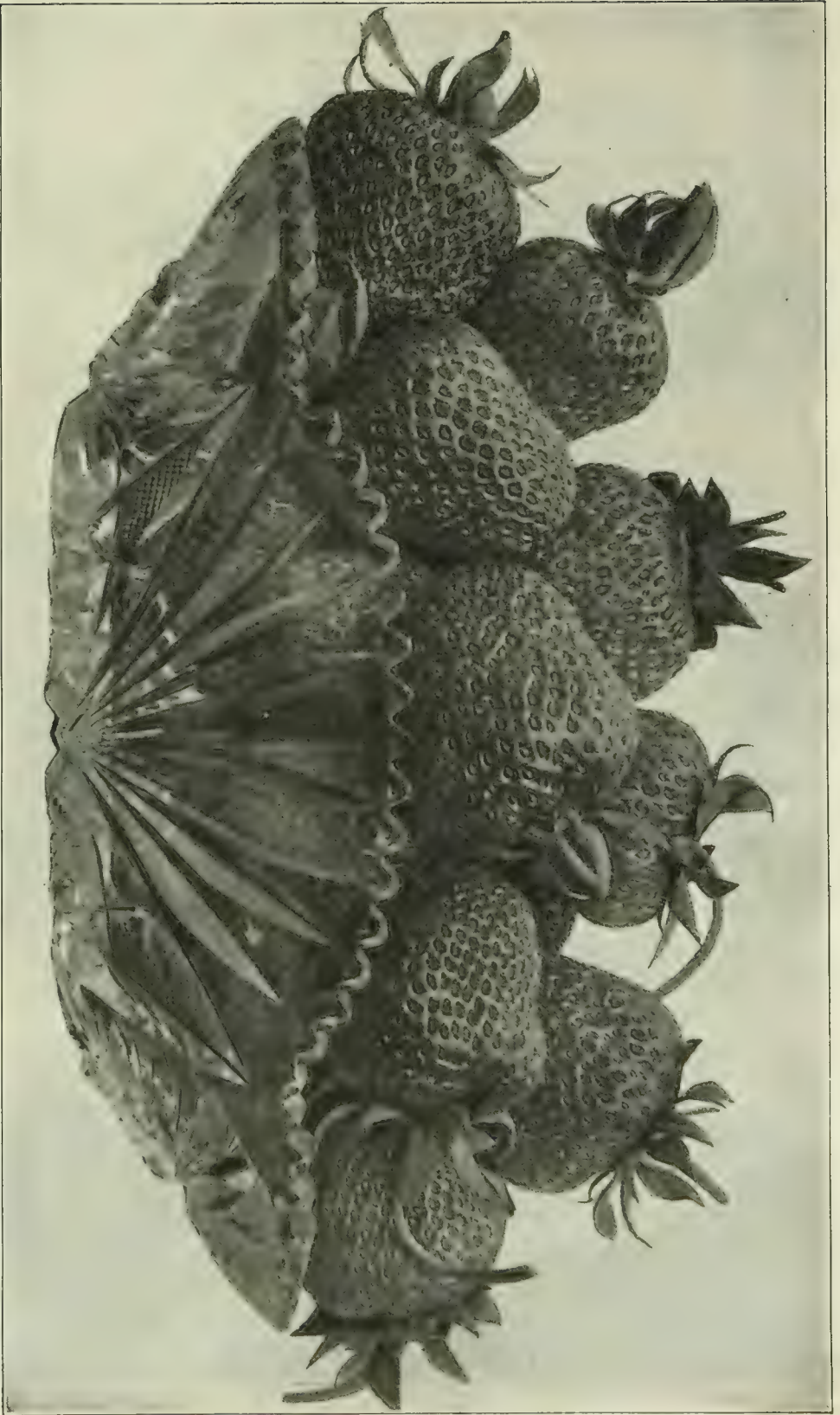
The following extracts from a few of the thousands of letters we receive show what our customers think of Kellogg's everbearers:

"Too much cannot be said in favor of Kellogg's Superb. They are the most prolific plants I ever have seen, and when I want more plants, I shall send to Kellogg's. JAMES PRICE, Montana.

"My 300 Kellogg's Progressive everbearers made me \$37.20 last season. Kellogg plants certainly are the 'real stuff.'" W. E. BAKER, New York.

"I have found Kellogg Pedigree Plants as represented in every way, and recommend them to anyone wishing plants of the highest quality. Kellogg's Superb everbearers certainly live up to their name. In fact, I cannot say enough for them." C. BRADLEY, Parham, Ky.

"Kellogg's Everbearers have gone beyond my highest expectations. They are wonderful. We had ripe strawberries right up until Thanksgiving." J. A. THOMAS, Missouri.



KELLOGG'S PROGRESSIVE EVERBEARERS

This illustration shows the size and shape of the Spring crop of Progressive Everbearers. It would be a difficult matter, indeed, to find a more productive variety than the Progressive. We are confident that no other variety produces berries of better quality. We can do no greater favor to our customers than to urge them to set heavily to both Progressive and Superb everbearers.

because both of these varieties fruit almost continuously from early June until November. The fruit of both of these varieties is large, delicious and beautifully colored. For home use and for market these two varieties are in great demand and are exceedingly profitable. For prices of Progressive Everbearing plants, see page 63, column 4.



GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



PROGRESSIVE EVERBEARER—(Male or Bisexual)

(For photo-engraving see page 27)

This remarkable everbearer has become so well known, and is such a universal favorite that it is unnecessary for us to give it a lengthy description. No other variety, either standard or everbearing, produces more berries than Progressive or equals it in bringing its crop to full size and maturity. In the spring of 1917, Progressive was the first as well as the last variety in our experimental gardens to ripen its berries, and each plant was loaded to its full capacity. Again in the fall it repeated its spring performance, and the plants were continuously loaded with delicious berries until freezing weather. Progressive makes strong, vigorous plants,

and grows very much like Dunlap, except that its foliage is larger and darker than that of Dunlap. It is a strong pollinizer, an ideal mate for any of the standard pistillates, either early or late. The berries are medium large, and rather dark in color. Their flavor is so mild and delicious, and so nearly free from acid that they may readily be eaten by anyone. The blossoms are well protected by the foliage and are not injured by frost. Progressive is an absolutely dependable everbearer and already has become "The Universal Favorite."

For prices of Progressive plants, see page 63, column 4.

SUPERB EVERBEARER—(Male or Bisexual)

(For photo-engraving see pages 5, 29 and 31)

This variety is rightly named because it surely is Superb, both in plant and fruit. Its plants are exceedingly strong and vigorous, of the low spreading type. The foliage completely covers the blossoms, protecting them from frost. We have picked Superb berries from early June until Thanksgiving Day, and notwithstanding the fact that the ground was slightly frozen in November, neither blossoms nor berries were injured. One of our Colorado customers picked Superb berries in October the week following a six-inch snowfall. Superb produces heavily and its berries are extra large and fancy, many of them measuring more than two

inches in diameter. They are ideal for shipping and will carry a long distance and arrive in perfect condition. They are almost round, of dark red color, and when packed for market, are unequalled for beauty, and are always in great demand at the highest prices. The fall crop usually brings from thirty to forty-five cents per quart wholesale. Superb is now grown in all parts of the United States and Canada, and is recognized everywhere as the "Everbearing Wonder."

For prices of Superb plants, see page 63, column 4.

PEERLESS EVERBEARER—(Male or Bisexual)

(For photo-engraving see page 30)

This variety was originated by Mr. Samuel Cooper of New York, who also originated Superb, Onward, Forward, and Advance. We tested it thoroughly before we introduced it, and after seeing it in fruit, named it Peerless because it truly is without a peer. No other variety can surpass Peerless in producing heavy loads of big, fancy berries. In the spring of 1917, the Peerless plants in our testing plot produced so heavily and the berries were so large that they were actually crowded for room. Many who visited our farm

while this variety was fruiting, remarked that it would be impossible to believe that any variety produced so many big fancy berries at one time without actually seeing the plants in fruit. The plants grow tall and bushy. The berries are large, round, of glossy dark-red color, and of a most delicious flavor, both in the spring and fall. We are indeed proud that Mr. Cooper selected us to introduce this "Peerless Everbearer."

For prices of Peerless plants, see page 63, column 4.



PICKING KELLOGG EVERBEARING STRAWBERRIES IN OCTOBER



KELLOGG'S SUPERB EVERBEARING STRAWBERRIES

This photo-engraving shows the size and shape of Kellogg's fall-grown Superb strawberries. This is one of the greatest of the everbearers, and fills the highest ideals of strawberry excellence.



GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



A DISH OF PEERLESS EVERBEARING STRAWBERRIES

Francis Everbearer—(Male or Bisexual)

In some localities, Francis is the favorite everbearer. Its foliage is dark green and the leaves rather coarse. The fruit stems extend up through the foliage, keeping the berries well off the ground and preventing them from becoming sandy. The berries are medium large and are produced in great quantities. We are confident that this variety will become more popular as its merits become better known.

For prices of Francis plants, see page 63, column 4.

Americus Everbearer—(Male or Bisexual)

Americus is a low-growing plant, and its fruit stalks, like those of Francis, extend up through the foliage. It produces heavily but the berries are only of medium size. In many localities, Americus is a great favorite.

For prices of Americus plants, see page 63, column 4.

Onward, Forward, and Advance Everbearers (Male or Bisexual)

These varieties closely resemble Superb, both in plant growth and in fruit. They are so similar that one description applies to the three. The plants are hardy and vigorous, and the berries are

large and produced in great quantities, both in the early summer and fall. The fruit is dark red, round, firm, and ideal for shipping. We have been growing these varieties for several years and they are becoming more popular and more widely grown every year because they succeed in practically all soils and climates.

For prices of Onward, Forward, and Advance plants, see page 63, column 4.

Great Northern Everbearer (Male or Bisexual)

This promising everbearer was originated by Chas. Harlason, Superintendent of the State Fruit Breeding Farm at Excelsior, Minn., and has proved a wonderful success throughout the northern states. It is a cross of Pan American and Senator Dunlap. It is a strong, luxuriant grower, its leaves are round, dark green, very tough, and not affected by any leaf-spot.

It is one of the most productive everbearers we have ever tested. Its fruit is fully as large as that of Superb, and with us, it is even more productive than Superb.

If you want plants of this wonderful new everbearer, your order must reach us early, as our stock of these plants is very small. Owing to the scarcity of these plants, we will not sell more than 100 plants to any one customer.

Prices of Great Northern plants are as follows: 25 plants, \$1.00; 50 plants, \$1.55; 75 plants, \$2.00; 100 plants, \$2.50.



KELLOGG'S SUPERB EVERBEARING STRAWBERRIES PICKED AND PHOTOGRAPHED OCTOBER 9, 1917

Everbearing Strawberries

BY

FRANK E. BEATTY

I AM GOING to give my own personal experience with the everbearers. I have been growing them for the past six years and every year my confidence in these wonderful originations has increased until I have become thoroughly convinced that the true value of these varieties cannot be appreciated by anyone until they have either grown them or seen them in fruit.

Everbearing plants are even more hardy and vigorous than plants of any of the standard varieties. Their blossoms are not injured by frost, and they will stand more extreme weather conditions than any other plants I ever have grown. Everbearing plants set in the spring begin fruiting about three months after they are set and continue to fruit heavily until freezing weather. The following season, these same plants will yield an exceedingly heavy crop in the early summer and another big crop in the fall.

The everbearers are extremely productive. The berries are large and most delicious, much sweeter and milder than the berries of most standard varieties. I have seen the everbearers fruiting in both high and low altitudes, and in all soils and climates, and in every case, the berries have been produced in mammoth clusters, completely surrounding the plant. I cannot find words that will justly describe them.

I have no desire whatever to overestimate the value of the everbearers. In fact, my position in the strawberry industry would not allow me to jeopardize my reputation as a strawberry expert by doing so. My own experience with these wonderful varieties justifies the endorsement I have given them here. I observe all varieties very closely, study their habits and qualities, and am in an excellent position to judge each different kind. I want to say right here that it takes a remarkable variety to fulfill my ideals of a strawberry. During the fifteen years that I have managed the R. M. Kellogg Company, I have discarded a great many varieties simply because they did not come up to my ideals, but I have discarded only one of the everbearers—the Productive. This variety produced great quantities of berries but the berries were too small to suit me. I am perfectly willing to go on record as saying that the everbearers occupy a prominent place in the strawberry industry and that they are here to stay. When properly grown, the everbearers are sure to be big money-makers for the commercial grower and highly valuable for the home garden.

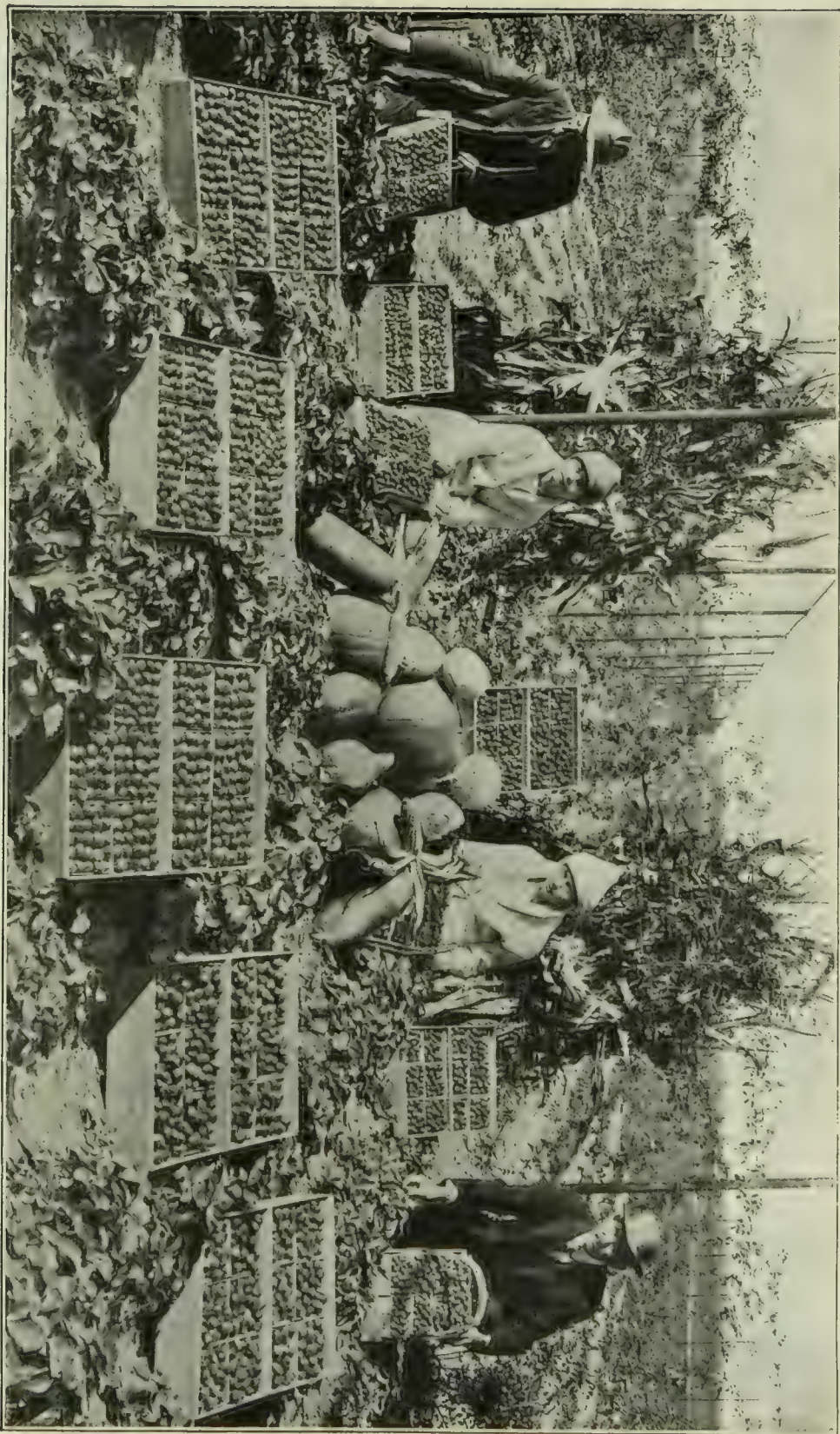
I have given the everbearers a strong endorsement, but I wish to say that I have not expressed one half of their true value. You will have to grow them yourself and see them bear big luscious berries from June to November each year to appreciate their real worth.



PICKING KELLOGG'S EVERBEARING STRAWBERRIES IN SEPTEMBER

This photograph was taken on Labor Day, September 3, 1917. The fully matured field of corn in the background is proof that this photograph was taken in the fall, and the five crates of ripe strawberries should convince anyone beyond all doubt that Kellogg's Everbearers produce big crops of berries in the fall as well as in the spring. These everbearing plants were set in April, 1917, and were loaded with big, red berries at the time this photograph was taken, and they continued to fruit heavily until the extreme cold weather of November.

Kellogg's Everbearers are big and quick money-makers in all soils and climates.



KELLOGG EVERBEARING STRAWBERRIES "WHEN THE FROST IS ON THE PUMPKIN AND THE FODDER'S IN THE SHOCK",
DELICIOUS STRAWBERRIES FRESH FROM THE VINES FROM JUNE TO NOVEMBER

KELLOGG STRAWBERRY GARDEN SELECTIONS

KELLOGG Strawberry Gardens are exceedingly profitable because, in making the selection, we consider carefully the particular requirements of each individual purchaser. First, by furnishing healthy, vigorous, true-to-name plants of the highest productive quality. Second, by choosing varieties adapted to the purchaser's particular soil and climatic conditions. Third, by selecting varieties that mate congenially, insuring perfect pollination which results in a big crop of perfectly formed berries. Fourth, by giving each purchaser information and advice which will prevent mistakes, and aid in growing the largest possible crops of the highest quality berries.

We cannot intelligently name here the varieties which make up any of these garden selections with the exception of Kellogg's Big Four Garden, but when we receive your order and you tell us what kind of soil you have, we will then know just what varieties will give you the greatest profit. We name the varieties in Kellogg's Big Four Garden because Kellogg's Premier, Dr. Burrill, Magic Gem and Kellogg's Prize are universal favorites and succeed in all soils and climates. When ordering, simply give the name of the garden you want, enclose remittance covering its cost, tell us what kind of soil you have, and we will be just as careful in selecting the varieties as though we were selecting for ourselves. You can leave the selection entirely to us with the full assurance that your interests will be considered absolutely.

Please bear in mind that we can not make any changes whatever in the number of plants comprising any of these gardens. That is to say, we will not allow any customer to take one-half of one of these gardens at one-half price. You must take the entire garden. For example, Kellogg's Everbearing Garden consists of 300 plants and costs \$5.00. We will not divide this garden and allow you to take 150 plants for \$2.50, which is one-half the special price of the garden. If you wish to take advantage of the special low prices quoted on any of these gardens, you must order the particular garden you wish, without any change whatever, either in the price or the number of plants composing the garden selected. In view of the fact that we are making such a big reduction in the price of the plants composing these gardens, full payment must be sent with order.

Kellogg's Everbearing Garden Special Price \$5.00

Composed of 300 everbearing plants selected from three of our choicest everbearers. This garden will give you a continuous crop of big delicious berries this season through August, September and October, and next year, from June to November, or three big crops of berries in eighteen months.

The regular price of the plants composing this garden is \$6.30. Our special garden price to you is only \$5.00.

Kellogg's Big Four Garden Special Price \$5.00

Composed of 400 plants of Kellogg's Big Four varieties as follows: 100 plants each of Kellogg's Premier, Dr. Burrill, Magic Gem and Kellogg's Prize. Kellogg's Big Four varieties produce big crops of big, delicious berries in all soils and climates and for this reason, we can safely recommend this garden to you regardless of where you live or what kind of soil you have.

The regular price of the plants composing this garden is \$6.00. Our special garden price to you is only \$5.00.

Kellogg's Combination Garden Special Price \$5.50

Composed of Hearts of Gold cantaloupe seed and Kellogg Pedigree Strawberry plants as follows:

Hearts of Gold cantaloupe seed for 100 hills.....	\$1.00
50 strawberry plants early variety.....	.60
50 strawberry plants, mid-season variety.....	.75
50 strawberry plants, late variety.....	.75
50 Kellogg's Big Late.....	1.00
50 Superb Everbearers.....	1.30
50 Progressive Everbearers.....	1.30

Actual value of this garden.....\$6.70

Our special garden price to you is only \$5.50.



A KELLOGG STRAWBERRY GARDEN WILL ADD BEAUTY, PLEASURE AND PROFIT TO YOUR HOME



A GROUP OF KELLOGG STRAWBERRY GARDENS

1—NICK HESS, Arkansas

2—MIKE LUNN, Indiana

3—ELMER SMITH, Ohio

4—W. H. FISHER, Illinois

5—D. A. FRIEND, Ohio



GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



Kellogg's Junior Garden Special Price \$2.75

Composed of 200 plants selected as follows:

Fifty plants each of three of our choicest standard varieties including one of Kellogg's Big Four varieties, and fifty plants of one of our choicest everbearers.

This garden is especially adapted to small families and should produce all the berries the family can use and enough surplus berries to pay all expenses.

The regular price of the plants composing this garden is \$3.65. Our special garden price to you is only \$2.75.

These garden selections will be found exceedingly profitable. They will supply your family throughout the entire year with the sweetest and most delicious strawberries grown, and will give you a big cash profit besides. Just tell us what garden you want, enclosing remittance to cover the cost, and we will select varieties adapted to your particular conditions. Plants will be pruned all ready for setting when you receive them.

Kellogg Strawberry Gardens Cut The High Cost of Living

While Kellogg Strawberry Gardens are famous the world over for the beauty and pleasure which they contribute to the home, they are also a big help in cutting down living expenses. A Kellogg Strawberry Garden will contribute more beauty, pleasure and profit to your home than anything else that grows, and it is just as essential as your vegetable garden. The cost of everything we eat and wear is higher at the present time than ever before in the history of our country, and it is important that you should utilize every square foot of your garden or backyard in growing the things that contribute most to your home. A Kellogg Strawberry Garden will supply your entire family with all the delicious strawberries they can use every day in the year,—fresh from the vines from June to November, and jam, preserves, and canned berries throughout the winter. Just stop and think of the many dollars a Kellogg Strawberry Garden will save you in living expenses. There is no surer or easier way to economize than by growing your own strawberries. You simply can't afford to be without a Kellogg Strawberry Garden.

Your Own Strawberries Free

It is foolish extravagance to pay a high price for common strawberries of poor quality, when you can grow the big, delicious, Kellogg strawberries right in your own garden or back yard practically without cost. In addition to the great saving, there is a decided advantage in having a Kellogg Garden right at your door, where you can pick your own berries fresh from the vines, just when you want them, fully ripe and at the time when they are sweetest and most delicious. Then, too, when company comes in unexpectedly, isn't it a big advantage to step out into your Kellogg Strawberry Garden and pick a "mess" of big, red, sweet and juicy berries? A Kellogg Strawberry Garden will not only supply your family with the best and most delicious strawberries that can be

grown, but will produce a surplus of berries which may be sold at a big cash profit. Here are a few of the many reports which we have received from proud and enthusiastic owners of Kellogg Strawberry Gardens: "My Kellogg's Big Four Strawberry Garden is a wonderful sight. The plants are loaded down with big, red berries."

W. H. POOLE, Kansas.

"We have already picked 150 quarts of berries from our Kellogg Strawberry Garden and we are not yet half done picking."

J. ROBERT SHINE, Illinois.

"I cannot express my delight with Kellogg's Big Four Strawberry Garden."

L. C. HEWITT, Illinois.

"I am very well pleased with the results obtained from my Kellogg Strawberry Garden and shall set out a greater number of plants next year."

THOMAS J. BAKER, Missouri.

"From my Kellogg Strawberry Garden of only 250 plants, I picked 530 quarts of the most delicious strawberries this season. Had more than we could use and they sold readily at 25 cents per quart."

FRANK COMSTOCK, Nebraska.

"We had all the strawberries we could use in our family and sold \$25.00 worth, from our small Kellogg Strawberry Garden."

Mrs. NICK VOSS, Wisconsin.



H. E. SPIRK STRAWBERRY GARDEN

2,160 Quarts from Only 1,000 Plants

Mr. H. E. Spirk of Nebraska, who is the proud owner of this Kellogg Strawberry Garden writes us as follows: "I enclose photograph showing my Kellogg Strawberry Garden of only 1,000 plants, from which I picked this season, ninety crates of berries of twenty-four quarts to the crate, a total of 2,160 quarts. The berries were so large that they were wonderful to behold and sold readily at big prices."

We compliment Mr. Spirk on this splendid yield. Assuming that he sold these berries for only ten cents per quart, the cash returns would be \$216, or at the rate of approximately \$1,500 per acre. Kellogg Pedigree Plants grown the Kellogg Way will also give you a big cash profit. Try them for yourself.



A DISH OF THE LITTLE GIANT, SENATOR DUNLAP

This variety is truly a little giant, for although the plant is one of the smallest at digging time, the yields secured from it are a source of continued surprise and pleasure, while in quality the fruit is excelled by few others. Large and handsome in form, having a rich, dark-red color, with glossy finish, shading to deep scarlet on the under side, and prominent bright yellow seeds that look like

fold imbedded in highly colored wax, the Senator Dunlap is one of the most attractive berries upon the grocer's counter. Others of its strong features are its uniformity in size and shape, bright red flesh, its exceeding juiciness and delicate flavor—in short, the Dunlap is an ideal variety. For prices of Senator Dunlap plants, see page 63, column 1.

BIG CASH PRIZES

FOR BOYS AND GIRLS WHO JOIN

KELLOGG'S STRAWBERRY CLUB

1917 Prize Winners

We are pleased to announce the following prize winners in Kellogg's Strawberry Club Contest for 1917. These boys and girls joined Kellogg's Strawberry Club in 1916 and are to be complimented upon the big crops and big profits which they realized. The prizes were awarded as follows:

Milan Vaskov, Clayton, Mo., First Prize...\$15.00
J. W. Gibbs, Charleston, Ill., Second Prize...\$10.00
Clara Steere, Binghamton, N. Y., Third Prize...\$ 5.00

Our checks were mailed to these prize winners October 4, 1917. These prizes were given to the members producing the most quarts from the 2,000 plants which they set in 1916. The yields and amounts realized were as follows:

Milan Vaskov sold 1,631 quarts for \$227.75
J. W. Gibbs sold 1,300 quarts for \$176.25
Clara Steere sold 1,163 quarts for \$140.57

Big Cash Prizes

The big cash prizes which we offer winners in Kellogg's Strawberry Club, together with the big cash profit they are sure to make from the berries, make it to the interest of every boy and girl to join this club at once. The Kellogg Strawberry Club was organized in 1916 for the sole purpose of interesting boys and girls in the healthful, delightful and profitable business of strawberry growing, a business which gives bigger and quicker profits than anything else they can do.

The success of the boys and girls who are members of this club, and the interest and enthusiasm shown is best expressed in their own words, told in their own way, in the letters we give here:

Middletown, Pa., July 17, 1917.

Gentlemen:—I certainly had a fine crop of berries this year, but on account of sickness I was unable to keep a record of the number of quarts picked. Only kept a record of the money which I received for the berries, which was \$402.68.

ISAAC DIMLER.

Flora, Ill., July 2, 1917.

Gentlemen:—I am well pleased with my Kellogg strawberry plants. They yielded forty cases of strawberries this year.

IRA E. DOUGLAS.

Huntley, Ill., August 7, 1917.

Gentlemen:—I like strawberry growing very much. Am going to try to beat my father's record next year. He sold 10,176 quarts of berries from one acre of Kellogg's Thoroughbreds this year. My father and I are planning to visit the Kellogg Farms some time this fall.

HARLEY MACKEBEN.

Maysville, Mo., July 9, 1917.

Gentlemen:—My strawberry plants have just finished fruiting and I certainly had some fine berries which sold for \$3.60 per crate.

Five years ago, I bought five acres of land at \$200.00 per acre and had only \$100.00 to pay down on it. Although I was a novice at strawberry

growing when I bought this land, I kept up my payments right along, and this year my strawberries made the last payment. So, you see, I have a warm spot in my heart for Kellogg Pedigree plants. I expect to send you another order for plants next spring.

J. S. Sisson.

A Wonderful Record Made by a Beginner

In 1916, we offered a cash prize of \$5.00 in gold to the member of the Boy's Corn Contest of Pella, Iowa, who grew the most berries from 100 Kellogg Pedigree plants, during that season.

This prize was won by Gerard Roorda of Taintor, Iowa, who picked 213 quarts of berries in 1916 from 100 Kellogg Pedigree plants.

These plants were grown in hills and each plant occupied only one square foot of ground. This is at the rate of 92,782 quarts per acre, and assuming that they were sold at only 10 cents per quart, these 100 plants produced \$21.30 worth of berries, which is equivalent to \$9,278.00 per acre.

Varieties for 1918

The varieties which we have decided upon for members of Kellogg's Strawberry Club for 1918 are as follows:

100 Kellogg's Premier (the prize-winner and money-maker.)

100 Dr. Burrill (the million-dollar strawberry).

100 Kellogg's Prize (the late berry without a fault).

100 Magic Gem (the gem of perfection).

100 Kellogg's Big Late (the queen of quality and quantity).

100 Pearl (the big solid beauty).

100 Superb (the big everbearing wonder).

100 Progressive (the universal favorite).

Our regular price for these 800 plants comprising Kellogg's Strawberry Club Garden is \$13.20, but in order to get the boys and girls interested in strawberry growing, we make a special price of only \$10.00 pruned, packed and delivered—all charges prepaid to any town in the United States.

Cash Prizes for 1918

The cash prizes which we offer for 1918 are as follows:

The club member who produces the greatest number of quarts from the 200 everbearers, Superb and Progressive, during 1918, the same season these plants are set, will receive our check for \$5.00 and the member producing the next greatest number will receive our check for \$3.00. In addition to these prizes, the winners' photographs will be shown in a later edition of "Great Crops of Strawberries and How to Grow Them." The yield reports from the everbearers for 1918 must be in our hands by December 10, 1918.



AN ATTRACTIVE DISH OF PEARL, ONE OF THE BEST OF THE LATE VARIETIES

This is an ideal late variety and one that is growing in popularity by leaps and bounds since the strawberry growers of the country have come into acquaintances with this variety. The demand for large supplies of these plants increases with the years. Of Indiana origin, only a few years ago, it has won a place in the strawberry world second to no other late variety. Successful in the

state of its nativity, it already has won extensive popularity throughout all of the northern and western states. As the fruit in the dish shows, the berries are very large and they are as fine as they look, both in flavor and in yield. Admirers of Kellogg's Prize write us that they have found in Pearl a perfect mate for the Prize. For prices of Pearl plants, see page 63, column 3.



GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



Cash Prizes for 1919

The cash prizes which we offer for 1919 are as follows:

The member who produces the greatest number of quarts in 1919 from these 800 plants will receive our check for \$10.00, and the member producing the next greatest number of quarts will receive our check for \$5.00. The photographs of these winners also will be shown in a later edition of our book. The yield reports for 1919 must be in our hands by December 10, 1919.

In addition to the prizes given for big yields, we also will give the following prizes for photographs:

The member sending us the best photograph of his strawberry plot taken in 1919 will receive our check for \$5.00, and the sender of the next best photograph will receive our check for \$3.00. These photographs may be taken any time during the growing season of 1919 whenever conditions are best, but must be in our hands by December 10, 1919. Each member may send as many photographs of his plot as he desires, as each photograph will be judged separately. The winning photographs will be shown in a later edition of our book.

The photographs will be judged by the quality of the photograph itself and the appearance of the plants. Clean cultivation and arrangement of rows will be prime factors in determining the prize-winning photographs.

\$100 Cash Profit Was Made From This Kellogg Strawberry Club Garden in 1917, by John Hopkins, a Michigan Boy

He writes us as follows: "This has been a very unfavorable season for strawberries in our section owing to the late spring frosts, but in

spite of this fact, I sold \$100.00 worth of berries from my Kellogg's Strawberry Club Garden, and in addition to this, we had all the berries we could use at home."

How to be a Prize-Winner

Every member of this Club should read carefully the cultural methods given in this book, because the more closely you follow the Kellogg Way, the more certain you are to win a cash prize, and the greater your profit will be. Plants must be grown in hills, therefore be sure to follow instructions for "hill culture" on page 13. All members will receive the same quality of plants and will have full access to our Free Service Department.

This is a fair, square race for all. No favoritism will be shown any member. All contestants will be considered on an equal basis.

It is difficult to tell the members of this club how many quarts of berries these 800 plants will produce for them, but it has been our experience that the Kellogg Pedigree plants grown in hills the Kellogg Way, produce at least one quart of berries per plant each year. Some of our customers report two quarts per plant, and a few of them report as many as three quarts per plant. The price for common strawberries seldom falls below 10 cents per quart, while Kellogg berries grown the Kellogg Way sell readily for from 15 to 20 cents per quart. Figuring conservatively at only one quart per plant, these 800 plants should produce 800 quarts, and at the low selling price of only 10 cents per quart, the berries from these plants should bring \$80.00.

These figures are based upon our past experience and the experiences of our customers. The yield will increase or decrease according to the season and the care which the plants receive.

Let's Go Out and Play

Now boys and girls, why not enter into this contest with a determination to make it your play and pastime? Instead of spending all of your spare time playing games which give you neither business training nor profit, spend part of it playing the strawberry game which will give you both profit and business training. We want you to get away from the thought that you are going out to work in your strawberries. You will get more enjoyment and accomplish more by making your strawberry patch your playground instead of your work. When a boy or girl plays, they put their whole life and being into their play, and if you will play the strawberry game the same as you play other games, the time will go faster, and the longer and more earnestly you play the game, the more deeply will you fall in love with it. It's just as much fun to hitch yourself up to your cart or wheelbarrow and play horse hauling manure and scattering it between your strawberry rows as it is to play horse with the boys, and accomplish nothing worth while.

And besides, think of the satisfaction at the close of the season in having enough money to buy that watch, kodak, or suit of clothes, or in having a bank account for college expenses.

We want every boy and girl who joins Kellogg's Strawberry Club to forget that there is any work connected with strawberry growing, and when you go out to hoe or cultivate, don't start with the



KELLOGG STRAWBERRY CLUB GARDEN OWNED BY JOHN HOPKINS, TRAVERSE CITY, MICHIGAN



**Milan Vaskov, Clayton, Missouri,
Winner of First Prize of \$15.00 in
Kellogg's Strawberry Contest in 1917**

idea that you are going out to work, but just make up your mind that you are going out to play. If you will do this, your strawberry playground will be the beauty spot of your neighborhood. It will become an attraction to you and to all who see it. It will be your hobby and your pleasure as well as your source of profit, and your friends will refer to you as a boy or girl who is a success and who has a bright future. Come on now boys and girls, "let's go out and play."

Play the Strawberry Game to Win And You Will Win

No matter what game a boy or girl plays, their whole desire is to win, and this will be especially true in playing the strawberry game, because a big cash profit is sure to be enjoyed by all who play the game earnestly; and winners of this game get a big cash prize besides.

From the time the plants are set until the berries are ripe, the fun and pleasure increases every day. Your strawberry play ground becomes more beautiful daily because the plants are developing and growing larger all the time. When your plants are in full blossom, you have a flower bed unequalled for beauty, and when you begin picking and selling your berries, you reach the most exciting and most profitable part of the game. It is then you begin to make your big cash profit and to realize that strawberry growing is a game worth while. That's why we say, "Play the Strawberry Game to Win and You Will Win."

Letter from the Winner of \$15.00 First Prize in 1917

Clayton, Mo., July 1, 1917.

Gentlemen:—I have just finished harvesting a most splendid crop of fancy, high-grade strawberries from the 2,000 Kellogg Pedigree plants I purchased from you when I joined Kellogg's Strawberry Club.

From the 2,000 plants I sold 1,631 quarts of fancy berries which brought me \$197.75, and in addition, my mother used at least \$30.00 worth for our own family, making a total of \$227.75 from an investment of only \$15.00.

My berries won such a reputation that it was impossible for me to supply the demand for them. They sold at top-notch prices and were the finest berries on the market and the wonder of this entire community. As an inexperienced boy just beginning to grow strawberries, didn't I succeed well enough to boast?

I hesitated to set these plants in the best soil as it was an experiment with me and, I must confess, I was somewhat skeptical at first, but I am now just as enthusiastic about strawberry growing as anyone possibly could be and intend to adopt it as my life work.

I also want to say that your company is doing all and more than you claim. I have found you fair, honest and courteous in every way. The way you help your customers through your Free Service Department is all that could possibly be desired and I shall continue to order Kellogg Pedigree plants.

MILAN VASKOV.

In addition to the \$227.75 realized from his berry crop, this boy also won first cash prize of \$15.00, a total of \$242.75.

Letter from Second Prize Winner

J. W. Gibbs, Charleston, Ill., who won second prize in Kellogg's Strawberry Club in 1917, writes us as follows:

"Although we had a severe cyclone here followed by three weeks of extremely wet weather during the fruiting season, I picked 1300 quarts of beautiful berries from my 2,000 Kellogg Pedigree plants. I sold 550 quarts at 15 cents per quart and 750 quarts at 12½ cents per quart. My total cash sales were \$176.25. This is at the rate of \$1,233.75 per acre."

The cash profit of \$176.25, together with the second cash prize of \$10.00, made strawberry growing exceedingly profitable for this young man.

Letter from Third Prize Winner

Binghamton, N. Y., July 8, 1917.

Gentlemen:—Although my strawberry plants arrived in a heavy snow-storm and it was several days before I could set them out, they have made a remarkable growth and many have asked me what kind of plants I have.

Kellogg's Premier was the first to ripen and the berries were such mammoth beauties that I sold them for 18 cents per quart.

In spite of the unfavorable season, I made a cash profit of \$140.57, and besides we had all the berries we could use at home.

I am very much interested in strawberry growing. Yours truly, CLARA STEERE.



MRS. FRANK E. BEATTY
and her "Strawberry Dainties"

Mrs. Beatty's Personal Chat with Women Strawberry Growers

Dear Sister Strawberry Growers:—

I address you as sisters because I feel so deeply interested in every woman who grows, or desires to grow strawberries, either as a pastime or for profit.

During my twenty-seven years of married life, my strawberry garden has been such a valuable asset to our home that I would not think of trying to keep house without one, and if I can encourage you to supply your family with delicious strawberries of your own growing, I shall have done you a favor that you will always remember.

I thoroughly enjoy all household duties, and in the winter, get much pleasure from my fancy work during my spare time, but in the spring just as soon as things begin to grow, the longing to get out into the open is so strong that I simply must spend an hour or more every day in my garden with my flowers, vegetables and strawberries, and oh! what a complete and delightful change to get out into the fresh air and work hand-in-hand with Nature.

All garden work is both interesting and healthful, but I get more pleasure and profit from my strawberries than anything else that grows in my garden. The strawberry is the first fruit to ripen in the spring and the last to ripen in the fall. Therefore, it is possible for me to serve them picked fresh from the vines from June to November, and as we have more company during these months than any other time of the year, fresh strawberries are indeed a great help in preparing my three daily meals, and the many compliments I receive on my strawberries make the pleasure of growing them all the greater.

Besides the many other advantages of a strawberry garden, there's the big saving in cash. You cannot realize how many dollars a small strawberry garden saves in grocery bills unless you have one of your own, and in addition to this saving, there is always a surplus over and above what your family can use which is easily sold at prices that will net you a snug profit.

Besides supplying my family with all the delicious strawberries they can use picked fresh from the vines from June to November, I have jam, jelly, preserves, and canned berries throughout the winter, and in order that you may also enjoy this best-of-all fruit the year 'round, I am giving you thirty different ways of preparing strawberries, both for summer and winter use. Should you put up more berries than your own family can use during the winter, they will keep until the following winter or can be sold readily at good prices. In fact, a great many women find it profitable to can berries and sell them to their friends.

My strawberry garden always has been profitable, but with the present high cost of living, it is more profitable than ever before.

I have a large home to manage and there are five in our family, and I am just as busy as any woman possibly can be; but I find that the change and recreation which I get in my garden is just what I need to keep me in condition for my household duties. I fully appreciate the cares and responsibilities which rest upon a wife and mother, and also know how anxious most women are to do their bit toward supplying comforts and good things for the home, and there is nothing you can do that will contribute more to your home than a few hours spent in your own strawberry garden. Strawberries are so easily grown that there is no reason why every woman who has a small garden or back yard should not grow them.

Hoping that this little personal chat will result in our becoming better acquainted, and that all women who read this will feel encouraged to have their own strawberry gardens, I am,

Sincerely yours,

Mrs. F. E. Beatty



THIS PICTURE SHOWS MRS. ALICE CONDO, ONE OF OUR INDIANA CUSTOMERS,
IN HER KELLOGG STRAWBERRY GARDEN

Mrs. Condo writes us as follows: "Although the season here has been very unfavorable for strawberries, many reporting only half a crop, my Kellogg Strawberry Garden produced a big crop of fancy berries, which fully supplied our family with all the berries we could use and the surplus sold readily at higher prices than any other berries in this locality."

Women Strawberry Growers Always Successful

STRAWBERRY growing is especially adapted to the needs of the woman wishing a healthful, pleasant and highly profitable line of outdoor work. It not only takes them out into the open air and sunshine, but also affords a welcome change from the everyday routine of household duties. Indeed, to the majority of women strawberry growers, the change from general housework is a recreation and pastime rather than work.

In some of the most beautiful and most profitable strawberry gardens we ever have seen, the work, with the exception of plowing and preparing the soil, has been done entirely by women.

As to the success women are making from strawberries, the following reports tell the actual facts:

"I made a little over \$80.00 cash profit last season from the 1,000 Kellogg everbearing plants which I received from you last spring, in spite of the fact that these plants were riddled by a severe hail storm in June."

MRS. ADA CRAWFORD, Illinois.

"We own an 80-acre farm six miles from town and for years have been growing our own strawberries. A small patch supplies our family with all the berries we can use both summer and winter, and the surplus berries furnish me with spending money. Last season, I sold more than \$50.00 worth of berries from a very small patch in my garden. For the past two years, I have grown the everbearers almost exclusively, which furnishes our family with strawberries and me with spending money from June to November. It requires so little work and the advantages and profits are so great, that I would not think of being without my own strawberry garden."

MRS. ISAAC EVERHART, Michigan.

"My Kellogg Pedigree Plants arrived in perfect condition, and I certainly appreciate the extra ones. I will do my part to make them produce abundantly. Thanks for your prompt delivery."

MRS. B. BROWN, Crediton, Ont.



Mrs. W. M. Hunter of Arkansas, Owns This Beautiful Kellogg Strawberry Garden

In a letter written July 6, 1917, Mrs. Hunter says: "My Kellogg Strawberry Garden gave me a cash profit of \$75.00 this year besides supplying our family with all the strawberries we could possibly use. Kellogg Pedigree plants are certainly the finest plants grown, and I am going to have some more of them."

DELICIOUS DAINTIES

Thirty Ways of Preparing Strawberries

By Mrs. Frank E. BEATTY

Serving Strawberries in the South

Folks 'way down South' eat strawberries in wholesale lots, and make them up in many tasteful ways. A favorite breakfast dish in the South is to sprinkle hot waffles with sugar and then spread over them plenty of freshly mashed strawberries. Another good dish is hot toast moistened with butter and cream and then covered with mashed or cut berries.

The pie-eating members of the family will enjoy the southern way of making strawberry custard pie. Make your favorite recipe for custard pie with milk, eggs, sugar and grated nutmeg, but leave out the strawberry juice or any acid flavoring; then, just before serving, cut some berries in half and spread them thickly over the top of the pie, and cover with a meringue flavored with lemon juice.

Strawberry Tarts

Line tart tins with nice puff paste, filling with plum pits, corn or some such thing so they will keep their shape while baking. When done, fill with nice, sweetened strawberries and heap up with whipped cream.

Fancy Shortcake

Pour one cupful boiling water over two cupfuls sugar, boil for five minutes, then cool. Separate the whites from yolks of four eggs and beat the yolks until thick; then add the syrup to them, beating constantly; now add two cupfuls flour sifted with one and one-half teaspoonfuls baking powder add a pinch of salt and one teaspoonful lemon juice, then fold in the whites, beaten stiff and dry; spread in two round layer cake tins, bake in a quick oven; when done, remove to warm platter, spread with fine sugar and berries crushed. Place on top a thick meringue of beaten egg whites, seasoned with sugar; arrange berries about the cake.

Bottling Sun-Preserved Strawberries

Strawberries hold the color and shape better when preserved in the sun. Weigh the fruit; to each pound allow three-quarters of a pound of sugar; put a layer of sugar, a layer of fruit, another layer of sugar on a large granite or stoneware platter. Cover with glass and stand in the hot sun. As the sun cools toward evening bring them in; put them out again the next day. Lift each berry carefully with a fork and arrange them neatly in tumblers or bottles. Boil the syrup for five or six minutes, pour it over the fruit, cover with the glass and let them stand all night in a cold place. Next morning cover the jars with melted paraffine, over which stretch tissue paper and fasten it down with white of egg. When the covers are dry brush them over with water.

Strawberry Cream

Mash one quart berries with one cup powdered sugar and rub through fine sieve; dissolve one and one-half ounces gelatine in one pint sweet milk; strain and add one pint whipped cream and the berry juice. Pour in a wet mould and set on the ice to form.

Strawberry Jam

Take equal parts of berries and granulated sugar, mash them together, put into a preserving kettle and cook for more than half an hour. Put in jars and when cold seal.

Sun Preserves

To three quarts of cleaned berries use two quarts of sugar. Make a thick syrup of the sugar and when it is boiling up like taffy turn the berries in and after they begin boiling, let them boil briskly for twenty minutes. Turn out into platters or shallow dishes, putting just a layer of berries and plenty of juice on each dish. Set them in the hot sun until evening, then bring in, let stand until morning and fill into nice clean (and cold) jars or glasses and seal.

Any surplus juice may be put out into the sun until it turns to jelly.

If there is no sun or it is too cold, then just leave the preserves in the plates for two or three days or more, and they will thicken and be just as nice and good.

Strawberry Jelly

Add one-third currant or rhubarb juice to the strawberry juice before cooking, and proceed as for other jellies.

Strawberry Ice Cream

Wash, pick over, and hull two boxes berries. Sprinkle with two cups sugar, cover and let stand two hours. Mash and squeeze through cheese-cloth; then add three pints thin cream and a few grains of salt. Freeze, using three parts finely crushed ice to one part rock salt.

Strawberry Sponge

Beat up one cupful of sugar with one-half cupful of butter, add two well-beaten eggs, two-thirds cupful of milk, two teaspoonfuls of baking powder and enough flour to make a stiff batter. Bake in a buttered ring mold in a moderate oven and turn out when ready. Fill the center with sugared strawberries and serve with whipped and sweetened cream.

Strawberry Gelatine

One quart berries, one-half box gelatine, one and one-half cups water, one cup sugar, juice of one lemon, beaten whites of four eggs. Soak the gelatine in one-half cup of water; mash the berries and add half the sugar to them; boil the remainder of sugar and the cup of water gently twenty minutes; rub the berries through a hair sieve; add gelatine to boiling syrup; take from the fire and add berry juice; place the bowl in pan of ice water and beat with egg beater five minutes, add beaten whites and beat till it begins to thicken. Pour into well wet molds and set on ice. Serve with cream.

Strawberry Surprise

Line a pie plate with a good crust and fill with strawberries. Sweeten to taste and cover with a sponge batter made as follows: Beat yolks of eggs until lemon-colored, add sugar and beat until creamy, then add flour sifted three times and fold in stiffly beaten whites. Bake in a moderate oven. When cool, cover the top with sweetened whipped cream.

Ingredients: One quart strawberries, three eggs, pie crust, half cupful sugar, half cupful flour, half pint sweet cream.

Strawberries Canned

For every quart of fresh, firm berries allow one teacupful of granulated sugar. Add the sugar in layers and allow the fruit to stand covered for an hour. Bring slowly to the boiling point and let simmer two minutes. Do not stir the fruit, and when done dip carefully into cans and seal.

Plain Shortcake

One quart sifted flour, one-half cup butter and lard mixed, two teaspoons baking powder, sweet milk enough to make a soft dough. Divide in three equal parts, roll out, spread melted butter on each and place one on top of the other and bake.

Strawberry Jelly

One quart of strawberries, one large cup of white sugar, juice of one lemon, one-third of a package of Cox's gelatine, soaked in one cup of cold water, one pint of boiling water; mash the berries to a pulp and strain through coarse muslin. Mix the sugar and lemon juice with the soaked gelatine, stir up well and pour over them the boiling water. Stir until clear; strain through a flannel bag, add the strawberry juice; strain again without shaking or pressing the bag. Wet a mold with cylinder in center in cold water; fill it and set it in ice to form. Turn out upon a cold dish; fill with whipped cream made quite sweet with powdered sugar and serve at once. It is very fine.

Oranged Strawberries

Place a layer of strawberries in a deep dish, cover thickly with pulverized sugar; then a layer of berries and so on until all are used. Pour over them orange juice in the proportion of three oranges to a quart of berries. Let stand for an hour, and just before serving sprinkle with pounded ice.



Strawberry Blanc-mange

Crush two teacupfuls of very ripe berries with a cup of granulated sugar. Press through a fine strainer to remove the seeds. Beat the whites of four eggs so stiff that the dish may be inverted without spilling the contents. Add gradually half a cup of powdered sugar. Next beat in the juice by degrees, and continue until the mass becomes so stiff it stands in ragged peaks. Serve with a soft custard made of the unused yolks, cup and a half of milk and four tablespoonfuls of sugar cooked in a double boiler until thick as cream. Pour the custard into a pretty dish and slip the blanc-mange upon it while the custard is hot.

Frosted Strawberries

Beat the white of an egg for a minute or so. Dip the berries one by one into the beaten white, roll in powdered sugar and let dry.

Strawberry Mousse

To a pint of double cream add the juice of a lemon and a cup of strawberry preserve. Beat until thick to the bottom of the bowl. Have ready a three-pint mold lined with lemon, orange or pineapple sherbet. Put the mousse mixture into the center and cover with more sherbet. Adjust the cover over paper and pack in equal parts of ice and salt. Let stand about two hours. Lining the mold with sherbet may be omitted, but it is a great improvement to the dish. Thus lined, it is removed from the mold with ease.

Strawberry and Rice Pudding

Boil half a cupful of rice in milk until done. When nearly cool stir gently in fine ripe strawberries. Sweeten to taste. Serve with a nice custard or whipped cream.

Strawberry Pie

Make a good crust, not too rich, for the undercrust, and one more rich for the upper. Fill the pie well with berries, sprinkle generously with flour, then the sugar. Put no water in the pie, but dip the finger tips into water and wet the undercrust all around the edge, running the fingers around until a sort of paste is formed, then put on upper crust and press down firmly. Do not bake too quickly.

Strawberry Tapioca

Take one cup of pearl tapioca, cover with a pint of cold water and soak two hours. Put it over the fire, add one pint of water and sugar to taste. Cook about thirty minutes or until clear. Pour this while hot over a quart of stemmed strawberries and put by to cool. Serve with powdered sugar and cream.

Strawberry Shrub

Pour three quarts of best cider vinegar over nine pounds of fine, ripe strawberries, let it stand for twenty-four hours, then bring to a boil and strain, add a pint and a half of sugar for every pint of juice, boil together five minutes, then strain again. Put up in self-sealing pint cans. A tablespoonful or two added to a glass of water makes a grateful and refreshing drink.

Fruit Punch

Sugar syrup, rather than sugar in a crude form, is preferable for sweetening any kind of beverage and is especially desirable when the foundation of the beverage is a fruit juice or a combination of several varieties of fruit juices, as is usually the case.

Boil three pints of water and three cups of sugar twenty minutes. When cold add a pint of strawberry juice, a cup of orange juice, the juice of three lemons and one quart or more of water.

Strawberry Frappe

One quart of fine, ripe fruit, put through a press, and one pound of sugar; let stand until the sugar is dissolved, then add a quart of water and freeze until thick, but not stiff.

Strawberry Sherbet

Boil together one quart of water and one pint of sugar fifteen minutes. Add a teaspoonful of softened gelatine and when cold strain over one pint of strawberry juice and the juice of a lemon. Freeze in the usual manner.

To Can Strawberries

Wash and stem the berries. Fill into jars, jostling down but not enough to break the berries (and have the jar on folded cloth), and when jar is full, screw on the lid, partly, set in a vessel deep enough to come above jars and have board or rack in bottom, then fill almost to top of jars with cold water. Watch closely, and when the water begins to boil, let boil one minute, by the clock. Then lift out and fill the jars full with a rather thin hot syrup which has been prepared; put on hot rubbers and seal tight. Fine!

Strawberry Sauce No. 1

One-third cup of butter, one cup powdered sugar, one teaspoon lemon or orange extract. Cream the butter, add sugar gradually and flavoring. To this add one cup strawberry pulp and the lightly beaten white of one egg. Chill thoroughly.

Strawberry Sauce No. 2

Cream together butter and powdered sugar. Add flavor and when ready to serve mix in one or two crushed berries to tint the sauce. Add also a generous quantity of hulled berries cut in slices.

Strawberry Jam

Crush berries and add almost an equal weight of sugar. Put mixture in preserving kettle and let come to boiling point. Stir well and when whole mass is boiling, let boil twenty or twenty-five minutes. Then stir into this mixture one tablespoon of cornstarch to every gallon of jam. Wet the starch with enough cold water to thin it and add to boiling jam and continue boiling for five minutes. Then seal in jars.

Sliced Strawberries

An ideal way to serve strawberries is to slice them the same as peaches. Sliced berries require less sugar than whole ones. Strawberry shortcake is more delicious when the berries are sliced than when they are crushed, and also requires fewer berries and less sugar.



SELLING STRAWBERRIES THE "KELLOGG WAY"

IT IS our aim not only to assist our customers in growing the biggest crops of the best berries that can be grown, but also to aid them in selling their berries at prices that will insure them the biggest possible profits; and in order to assist you in this important part of the strawberry business, we give here the Kellogg Way of picking, packing and marketing.

When picking berries, pick each berry with the stem on. This is best done by pinching the stem from the vine with the thumb nail. The grading should be done by the picker as the berries are picked. The fancy berries should be put into boxes separate from the second grade. This is easily done by picking the fancy berries first, then the second grade before moving forward to the next hill. This method makes re-handling at the packing house unnecessary, saving extra cost, and also preventing the berries from becoming bruised by re-handling. Berries should not be picked when the vines are wet from dew or rain unless it is absolutely necessary. During wet seasons, however, this cannot be avoided.



When berries are to be shipped, they will carry better if picked a little under-ripe and when the vines and berries are thoroughly dry, but when they are to be sold locally they need not be picked until perfectly ripe. Berries should not be left out in the field any length of time after picking, but should be taken to packing house or some shady place where they should be neatly arranged for market. The top layer in each box should be faced, that is, arranged in the most attractive manner. Round berries look best when arranged with the calyx down, while long berries present the best appearance when placed on their sides.

Labeling

A label is not only attractive, but it is also the best and most economical way to advertise your particular brand of berries. When a label is used it is most attractive when placed on the end of the crate. We know from experience that a label aids greatly in selling berries at a higher price than could be realized from unlabeled berries, because it creates a demand for your own particular berries.

Customers will soon learn your label and will call for your brand.

The additional cost of picking, grading, packing and labeling berries the Kellogg Way does not exceed one cent per quart more than the ordinary way, while the increased profit ranges from four to five cents per quart, and often more. We frequently have seen fancy berries that were picked and packed the Kellogg Way selling for 15 and 20 cents per quart, while berries picked and handled in the ordinary way sold slowly at 8 and 10 cents per quart.

Berries which are stripped from the vines and all grades jumbled in together never will sell at a price that will give the grower a profit.

Second-Grade Berries

The second-grade berries sell readily for canning and preserving for winter use, as many families will take the second grade for this purpose rather than the fancy berries because the cost is less. Growers who follow the Kellogg Way find it easy to dispose of their entire crop at good prices because they are prepared to supply the demand of all classes. The family that wishes fancy select berries will pay the price necessary to get them, while the family that wants something a trifle cheaper will be satisfied with the second grade.

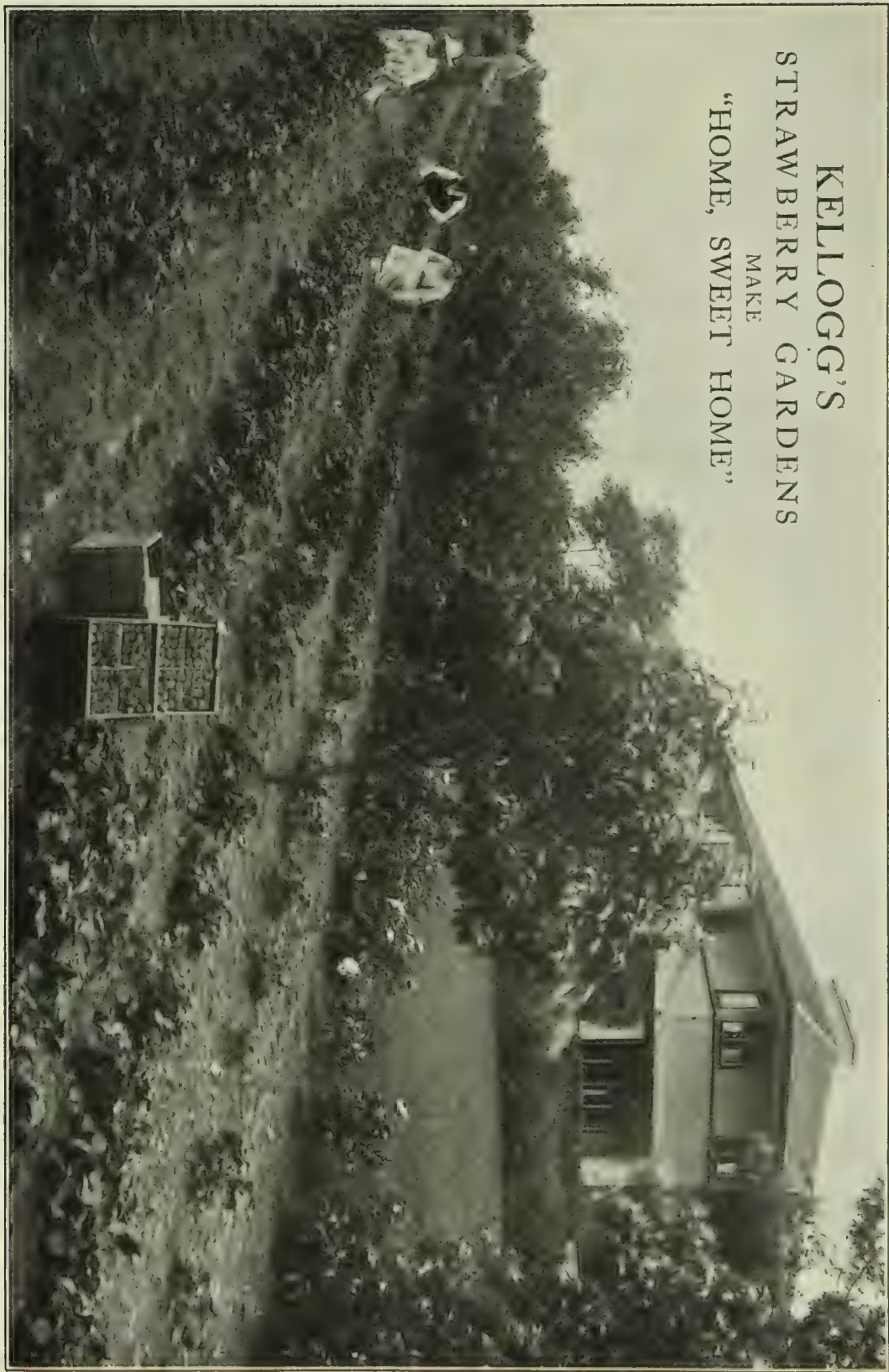
Advertising Strawberries

The object of advertising is to acquaint the buying public with what you have to sell—then why not advertise your strawberries?

Some of our customers use window placards announcing the fact that their berries are ripe, while others use their local newspapers for advertising their berries. A great many growers send circulars to automobile owners announcing that they now are ready to supply them with delicious strawberries picked fresh from the vines. Another unique way of advertising is to place placards in garages and at gasoline supply stations. As these places are visited by thousands of automobile owners during the strawberry season, this method of advertising your berries brings hundreds of customers direct to you at a very small cost for advertising. These customers will tell their friends about your berries and this will enable you to sell practically all of your berries right at home.

If your berries are sold through grocery stores, it is best to sell through only one grocer in each town. This makes it an object for your grocer to advertise and push your berries in preference to all others. It also aids him in getting better prices because your berries have no competition among his trade. Advertising pays big returns, therefore you should adopt some form of advertising and thereby create a big demand for your particular brand of berries. The Kellogg Way of growing strawberries insures the biggest crop of the best berries, and the Kellogg Way of selling them insures the quickest sales at the highest prices.

KELLOGG'S
MAKE
STRAWBERRY GARDENS
"HOME, SWEET HOME"



STRAWBERRIES ON THE FARM

THERE is nothing a farmer can grow that will add more to the enjoyment of his family than strawberries, and it requires less work and less experience to grow strawberries than any other crop.

The strawberry is the first fruit to ripen in the spring and the last to ripen in the fall. With both standard and everbearing varieties, a farmer can supply his family with delicious strawberries picked fresh from the vines from June to November, and they can be prepared in many different ways for winter. On pages 44-45 we give thirty different ways of preparing strawberries.

Many farmers not only are supplying their families with strawberries of their own growing every day in the year, but are also making a big cash profit from the sale of the surplus berries.

A farmer would not think of buying his vegetables because he knows that it is much cheaper to grow them himself, and that vegetables fresh from his own garden are better than can be bought at any price.

The same is true of strawberries, and the farmer who fails to grow his own strawberries not only is losing money but is depriving himself and his family of the healthiest and most delicious fruit that grows.

A farmer who grows strawberries for market as well as for home use will find nothing more

profitable. No farmer can afford to be without strawberries because

One Acre of Strawberries Gives a Greater Cash Profit Than Twenty Acres of Common Farm Crops

A great many farmers are paying the entire expenses of their farm until their regular farm crops are ready for market, others are paying off mortgages, or paying their taxes from the profits of their strawberry patch. Instead of using the profits from your regular farm crops for spending money and incidentals, why not let strawberries furnish this extra money for you, and supply your family with all the delicious strawberries they can use the year 'round without cost? Kellogg Pedigree Plants and Kellogg's Free Service will enable you to do this.

Mr. Ezra Lanning of Sturgis, Mich., sold \$150.00 worth of berries from only one-sixth of an acre of Kellogg Pedigree Plants in one season, besides fully supplying his family with delicious berries. He has been a continuous Kellogg customer for the past twenty-five years.

Mr. C. E. Cade, another Michigan farmer who also uses Kellogg Pedigree Plants sold \$350.00 worth of berries from one-half acre in addition to fully supplying his family.



\$200.00 NET CASH PROFIT FROM THIS SMALL STRAWBERRY PATCH IN 1917

Mr. G. Grimes, a prosperous Michigan farmer, made \$200.00 net cash profit in 1917 from this small patch of less than one-half acre of Kellogg Pedigree Plants, besides fully supplying his family with all the delicious strawberries they could use. The small amount of work required to care for the patch was done during his spare time and did not interfere with his regular farm work.

Mr. Grimes has found strawberry growing so profitable that he has doubled his acreage for fruiting in 1918. He is just an ordinary farmer and what he has done, any farmer can do.



R.M. KELLOGG COMPANY, THREE RIVERS, MICH.



KELLOGG PEDIGREE PLANTS PAID FOR THIS \$4,000 HOME

E. D. Andrews of Lansing, Mich., started growing strawberries a few years ago with neither money nor experience. Today he owns the fine home shown here valued at \$4,000. Just two acres of Kellogg Pedigree Plants grown the Kellogg Way, and a determination to win, made this possible. Needless to say, Mr. Andrews continues to use the Kellogg Pedigree Plants exclusively. Why not let the Kellogg Pedigree Plants and Kelloggs' Free Service buy a home for you?

Let Kellogg Strawberries Buy Your Home

HOME, sweet home, be it ever so humble, there's no place like a home you can call your own. Everyone cannot become independently rich, but with a little effort, it is possible for anyone to own their own home, and there is no crop that will pay for a home so surely and quickly as strawberries.

In every nook and corner of the United States and Canada, are homes fully paid for entirely from the profits of Kellogg strawberries. It is indeed a joy to us to know that Kellogg Pedigree Plants and Kellogg Service have made it possible for a great many of our customers to become the proud owners of their own homes. Why not begin now and try for a home of your own and let strawberries make the payments on that home, instead of taking the money from your regular income? The profits from a single acre of strawberries in a single season will pay for several acres of high-priced land, and in a few seasons will pay for a beautiful home. The sooner you begin making payments on your own home, the sooner you can stop paying rent, but if you wait until you have enough money to pay cash for a home, more than likely you will continue through life paying rent.

You will find that one of the greatest pleasures in life is in paying for a home. Each payment brings you nearer the goal you are working for, and almost before you realize it, the home will be yours, and the money previously spent for rent, may be invested where it will add to your present income.

In just five years, one of our Western customers paid for his beautiful home entirely from the profits of less than one acre of Kellogg strawberries.

What others have done and are doing right along, you also can do. Just make up your mind that you are going to have a home, make the start, and you are sure to win.

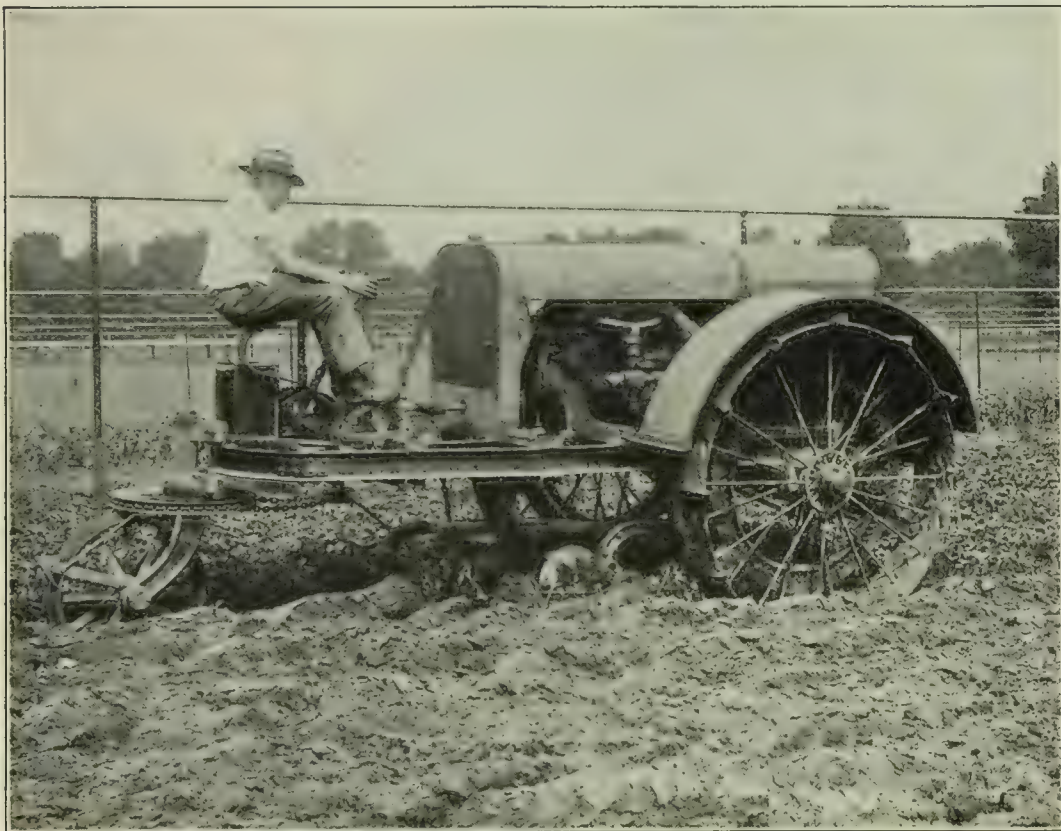
Leading Farm Papers Say "Grow Strawberries"

Many of the leading agricultural and horticultural papers throughout the country now are devoting entire pages to strawberry growing, urging every farmer to grow strawberries, both for home use and market. One of the leading farm papers recently devoted its entire front page to strawberries on the farm, stating that "a generous sized strawberry patch should have a place in every farmer's garden." When a farmer once grows strawberries, he finds the work so easy and simple, and the crop so profitable, that he continues to grow them year after year. No one is better equipped to grow strawberries than the farmer because he has the necessary land, manure and tools, and the small amount of work required can be done during his spare time without interfering with the regular farm work.

We are anxious to help every farmer who wants to grow strawberries. Let us help you.



GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



OUR BIG, NEW SQUARE TURN TRACTOR PLOWING ON THE KELLOGG FARMS

Modern Methods on the Kellogg Farms

OUR powerful tractor shown above and gigantic overhead irrigation system illustrated on the opposite page, represent two of the most important modern farming methods of today.

With our intensive methods of soil preparation, fertilizing, spraying, cultivating and watering, together with the care exercised in plant selection and restriction, is it any wonder that Kellogg Pedigree plants have won a world-wide reputation for vigor and great productiveness? Every detail connected with the growing of Kellogg Pedigree plants is given the most careful attention.

Our big, new tractor plows three furrows at one time and does the work of five men and teams, thus saving a great amount of labor which is a large item on our farms. The Square Turn Tractor Company had sufficient confidence in their Square Turn Tractor to demonstrate it thoroughly on our farms, and we were so highly pleased with it in every way, that we purchased it and do not hesitate to recommend it to our customers as a practical, common-sense tractor. We have no interest whatever in the manufacturers of this tractor, but we advise all who contemplate purchasing a tractor to write the Square Turn Tractor Company, Lytton Bldg., Chicago, Ill., for further information.

Irrigation

The Skinner watering system was installed upon our plant farm at an approximate cost of \$26,000 so that we might supply moisture to our plants regularly throughout the entire growing season, thus keeping them in a continuous and vigorous growing condition from the time they are set until they are dug and shipped to the customer. This gives us strong, sturdy mother plants which in turn produce stocky and heavy rooted runner plants. We are determined to give our customers the hardiest and most productive plants that can be grown, regardless of the cost of producing such plants. The Kellogg Pedigree Plants cost a trifle more than common plants, but their vigor and productiveness make them the cheapest plants you can buy, regardless of price. During the digging season, the ground is kept moist so that the roots of the plants are not injured when digging. This insures our customers plants with the heaviest possible root system. The difference between plants grown under our conditions and plants grown under ordinary conditions cannot be appreciated until they are seen growing side by side.

On page 51 we show a photo-engraving of a small section of our irrigation system in operation.



GIVING KELLOGG PEDIGREE PLANTS A REFRESHING SHOWER IN DRY WEATHER
BY MEANS OF OUR BIG OVERHEAD IRRIGATION SYSTEM



GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



A KELLOGG STRAWBERRY GARDEN OWNED BY EUGENE BEERSTECHEER, CENTERVILLE, MICH.

In a narrow strip in Mr. Beerstecher's back yard, along the poultry-yard fence, his Kellogg Strawberry Garden thrives and produces big crops of big, red berries. This small garden not only supplies all the berries his family can use, but also produces a surplus which sells readily at high prices.

Once a Kellogg Customer—Always a Kellogg Customer

Words from Old Time Customers

Mr. R. W. Littlejohn of Ontario, Canada, writing under date of January 15, 1917, says: "It is fifteen years or more since I first got your strawberry plants and, although I have not been getting them every year, I have not got any from any other place. I never have seen any plants that can compare with yours. I only grow for home use, but I like the best."

Mrs. W. A. Jarratt of Kansas writes us as follows: "Thirty years ago my mother bought strawberry plants of Kellogg. She had strawberries while her neighbors had vines. Kellogg's Prize did finely for me last year."

Mr. R. N. Gast of Indiana says: "Your book is just as interesting as ever. We have been growing strawberries for twenty-five years but from now on will grow only a few—not to exceed one-quarter acre, as we are getting along in years. We have been using Kellogg plants in our propagating bed fifteen or more years. Have always been well pleased with them."

Mr. W. F. Brown writing under date of March 5, 1917, says: "I have been using your strain of plants for twenty years with very good success. My last order of plants from your farms was in 1914, and I planted one-half acre that year. From that plot of ground I sold fruit to the amount of \$408.00. I also furnished berries to three families who used at least \$50.00 worth at the current price. This was at the rate of \$900.00 per acre."

"For twenty-five years I have been getting strawberry plants from the Kellogg farms at Three Rivers and have succeeded so well that I have become famous in the business. Last winter I got your catalog, and ordered plants of four varieties. They reached me April 5th and were heeled in until April 25th, when they were set out, and I am only telling the truth when I say that I have the finest strawberry patch in the world. Nothing ever like it. The soil is very rich and mellow from frequent hoeing, and the plot is just wonderful. I let them bear enough to show size and quality. They are setting great stocky runners to beat anything I ever saw."

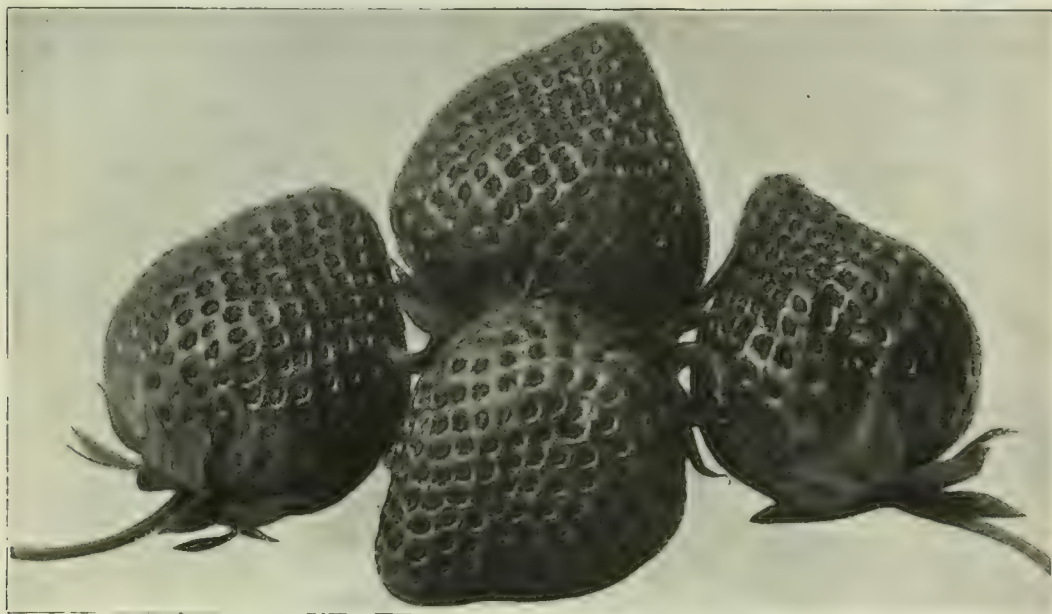
L. P. REYNOLDS, Illinois.

These are but a few of the many reports which we constantly are receiving from satisfied customers who have used Kellogg Pedigree plants continuously for many years. Many of our customers began using Kellogg plants when our company was in its infancy, and the fact that they still continue to use Kellogg plants from year to year is evidence that they find Kellogg Pedigree plants more profitable than common plants.

Mr. C. L. Dirrim of Indiana, who has used Kellogg plants for many years and who has grown berries in different sections of the country, says that he has often tested Kellogg plants with common plants, and in every test, Kellogg plants have far out yielded all other plants. In one particular year, his Kellogg plants gave him \$300 per acre more than common plants.



R.M. KELLOGG COMPANY. THREE RIVERS, MICH.



WARFIELD, ONE OF THE GREATEST FAVORITES

This variety is a favorite known from the Atlantic to the Pacific and from the Gulf to Hudson Bay, and combines so many excellent qualities that it is impossible to name them all. Generous in size, of beautiful shape, with dark-red exterior that does not fade or become dull after picking and canning, it has become one of the most popular of all strawberries for canning, but it is not limited to this field, for it is a universal favorite as a table berry. Warfield is an early variety, has an extraordinarily long fruiting season, and yields a large picking every day for several weeks.

Kellogg Photographs

EVERY illustration shown in this book is made from an actual photograph. The photographer's camera always shows an object just as it is, and this is the reason we use photo-engravings in illustrating this book instead of pen drawings and exaggerated pictures. It is an easy matter for an artist to draw a picture of a perfectly formed strawberry or strawberry plant loaded with perfectly formed berries, but the lens of a camera cannot change the form of a strawberry, neither can it show more strawberries on a hill than are actually there. In fact, it is impossible to photograph a strawberry plant in fruit and show all the berries on the plant, because there are as many berries on the opposite side of the plant as on the side which is photographed. Therefore, instead of photo-engravings exaggerating, the tendency is the other way, and they really fail to do justice to the fruit.

There is another thing that the camera seems unable to do, and that is to make photographs equal to our field scenes. For instance, we now have 120 acres covered by overhead irrigation, and we have been unable to photograph such a large area and show the magnitude and reproduce our fields just as they are. Everyone who visits our farm declares that we never have shown in our book any pictures that do our farm justice. They say everything is better than we represent it to be—either by illustration or description. Agricultural colleges and the publishers of leading magazines continually are writing us for photographs for use in illustrating bulletins, text-books and magazines, because they know our photographs are genuine. We do not believe in showing imag-

inary pictures in order to deceive, any more than we believe in giving imaginary or day-dream cultural methods in order to misguide the grower; therefore, you may rest assured that every picture in this book is real and that the cultural methods and instructions are the result of thirty-three years of strawberry experience.

Send Us Photographs

We invite our patrons who take pride in their strawberry plots to send us clean, clear-cut photographs of their strawberry fields, no matter how large or how small the area. We should like, also, some statement of your success with strawberry plants to accompany the photograph, and to have the view represent our plants when growing. Our purpose is to make a selection from the very best photographs of our thoroughbred strawberry plants as grown by patrons for our 1919 book. Photographs should be in our hands not later than October 1, 1918.

A Saving That Proved a Loss

Gentlemen:—One year ago, I bought some Kellogg Pedigree Plants. I followed your directions for hill culture and never saw a bigger yield or finer berries than those plants produced for me. Right beside your plants, I set some other plants which the grower recommended as "just as good." These "just as good" plants were given just the same care and attention as the Kellogg Pedigree Plants but did not produce enough berries to pay for the cost of setting them, much less the work and rent of ground. This experience has thoroughly convinced me that it pays to set none but Kellogg Pedigree Plants, and I shall want more of them next spring.

T. E. HUSTON, Missouri.



GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



Kellogg Pedigree Plants Live and Thrive in all Parts of the United States and Canada

It's all in the Vigor of the Plants and the Way they are Packed

READ what Kellogg customers say in regard to our method of packing and the care and attention given to their orders:

"My Kellogg Pedigree Plants arrived in splendid condition, and I thank you for the care taken in filling my order."

Mrs. A. M. SMITH, California.

"Received both shipments of plants and they are perfectly satisfactory. You certainly do trim, label and pack plants in fine shape, and it is well worth the slight additional cost to get them that way."

W. T. WEIR, Illinois.

"Just a word of appreciation of your square dealing and fair treatment. My Kellogg Pedigree Plants arrived in fine condition, and their quality was the best I ever have seen. My first shipment was short a few plants and you replaced them as cheerfully as you filled my original order. You are the kind of a concern I like to deal with—one that is not afraid to take someone else's word."

CLYDE A. SMITH, Indiana.

"I received my Kellogg Pedigree strawberry plants today in excellent condition, and believe that from the way they were packed, they would have kept for weeks."

F. X. GAGNON, Massachusetts.

"The Kellogg Pedigree Plants I ordered from you arrived on the 11th and are certainly fine, such roots and big measure. You know human nature is the same everywhere—want all you buy and a little more. Well, that is what I got. Thanks."

J. E. CLEMENTS, Michigan.

Yokohama, Japan, May 6, 1917.

Messrs. R. M. Kellogg Co.,

Three Rivers, Mich.

Gentlemen:—We are pleased to advise you that the Kellogg Strawberry Plants you shipped us from your farm arrived here May 4 in excellent condition. Although the plants were twenty-seven days in transit, we believe every plant will survive the ordeal.

We set the plants today and the Kellogg's Premier and Magic Gem are exceptionally fine plants. We thank you for your liberal count. We are so much the more pleased with the outcome of this trial order, as similar shipments from Eastern and California growers have proved failures. Just before receiving your plants, another lot arrived from Maryland, but this shipment of plants was not much better than fertilizer.

Your method of cleaning and packing plants is far superior to the others. When your plants arrived the moss was still slightly wet and the plants still fresh and vigorous. Your shipment missed the Empress of Russia or it would have arrived one week earlier.

Yours very truly,
STADELMAN & Co.

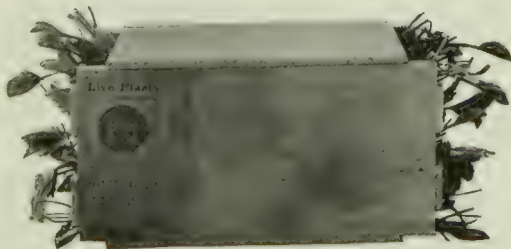
Another lot of Kellogg Pedigree Plants was ordered by the Government of Buenos Aires, South America, and we were informed by the government officials of that country that our plants arrived in perfect growing condition, and that we were the only United States grower who ever succeeded in getting plants to them alive. These plants also were in transit several weeks.

Another order came to us from Christ Church, New Zealand, and the party who received this shipment reported that the plants arrived in excellent condition, and to verify his statement sent us a cluster of leaves which he picked from the plants several weeks after they were set. These leaves were extra large and showed great vigor.

We now receive annual orders from New Zealand.

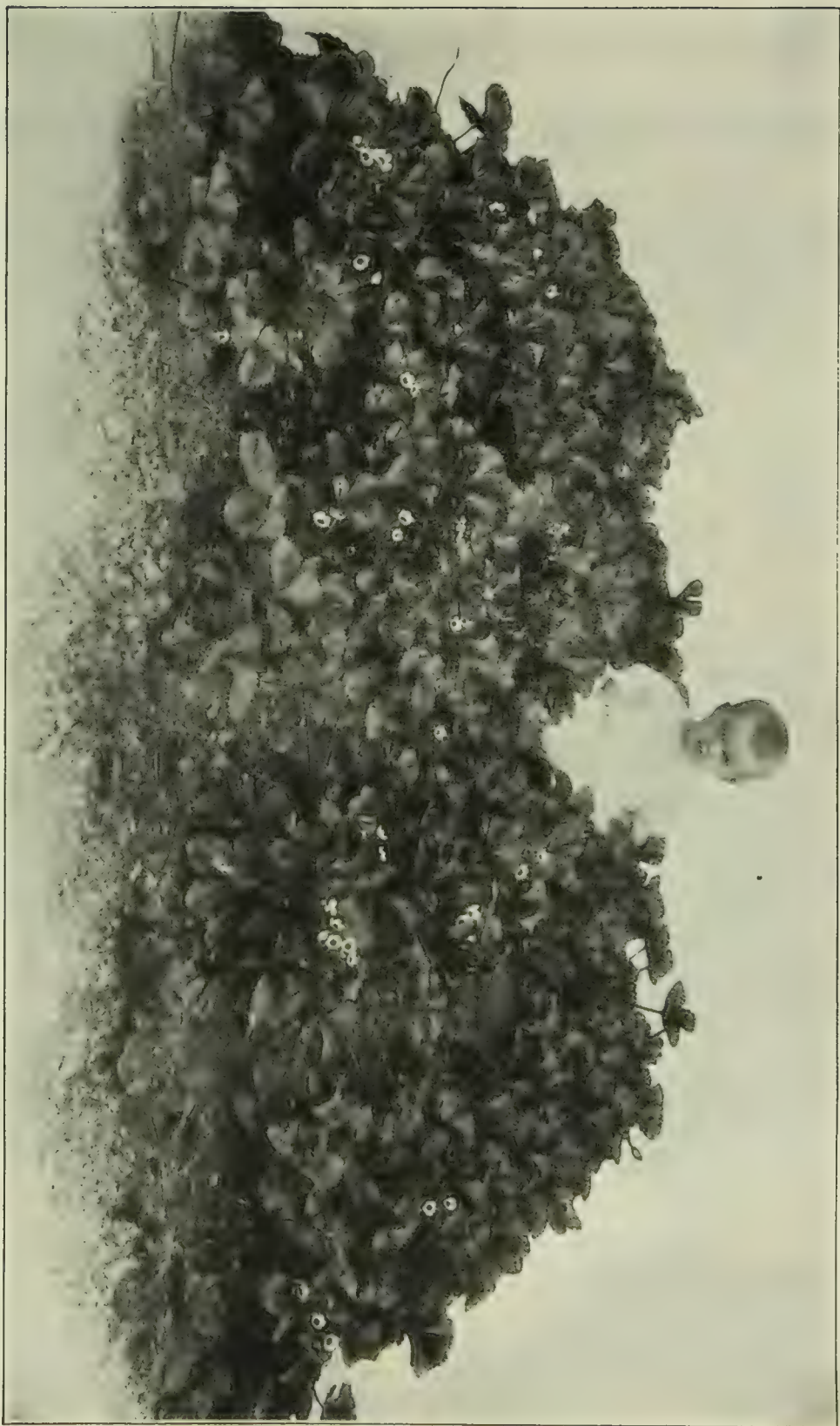
A woman strawberry grower in Switzerland sent us an order for plants and the plants were in such fine condition when she received them and the first season's crop from these plants was so large that she sent us a second order. In addition to the foreign shipments mentioned here, we have shipped Kellogg Pedigree Plants to England, Bohemia, Bermuda Islands, Hawaii, Alaska and Australia. In fact, wherever strawberries are grown, you will find Kellogg Pedigree plants thriving and producing big crops of delicious berries.

Our success in delivering plants in good growing condition to customers everywhere lies in the vigor of the plants themselves and our original and careful method of packing and preparing them for shipment. Your plants will be of the same vigorous strain and packed in the same careful manner as the plants which survived these long journeys. (It's all in the vigor and pack.)



CRATE OF KELLOGG PEDIGREE PLANTS
PACKED READY FOR SHIPMENT

If in the past, you have been disappointed with the plants you have bought elsewhere, and they did not thrive and fruit satisfactorily, don't become discouraged and give up. Let us start you right and help you to win the highest degree of success with Kellogg Pedigree Plants backed by Kellogg Free Service. Anyone can make big profits growing Kellogg strawberries the Kellogg Way. A trial order will convince you.



TWENTY-FIVE KELLOGG EVERBEARERS GROWN IN HILLS

Note the big hills and vigor of these plants. These twenty-five plants traveled 2,000 miles before they were set. Every plant lived and they produced an average of one quart per plant the same season they were set. It's all in the vigor and pack.



Brief Descriptions of Other Varieties

Extra-Early Varieties

Early Ozark (B) Male

EXTRA-EARLY. Bisexual. This great early variety, originated in the Ozark Hills of Missouri, grows in popularity from year to year. A cross of Excelsior and Aroma, this variety combines the excellent characteristics of both of these widely known varieties. It has the earliness of Excelsior combined with the flavor and generous size of Aroma—a very unusual and valuable combination. Ozark is a bisexual very strong in pollen, and in addition to its fine qualities as a yielder it is a powerful pollinizer of pistillate varieties.

For prices, see Page 63, Column 2

Longfellow (B) Male

EXTRA-EARLY. Bisexual. Longfellow is a Kellogg origination and ever since we began selecting and fruiting this variety in 1905 it has steadily grown in popularity. In form the fruit is long and of perfect strawberry type; in color it is dark red which extends from circumference to center. In flavor it is as rich as any variety we have ever tested and is very mild and sweet. It is a profuse bloomer and every bloom is perfect, making it an ideal pollinizer of pistillates of the early and mid-season. Longfellow is growing rapidly in popularity in Missouri and other southwestern states.

For prices, see Page 63, Column 2

Early Varieties

Beder Wood (B) Male

EARLY. Bisexual. No higher tribute need be paid this variety than to say that this is the twenty-ninth year we have grown it, and that it steadily increases in popularity in northern latitudes and in high altitudes. In color the berry is a delicate crimson, having a glossy surface, in which are embedded bright, yellow seeds. In size the berries are medium and in addition to their excellent flavor are famous for fine shipping and canning qualities. It has a long blooming season and is a strong fertilizer.

For prices, see Page 63, Column 1

Billy Sunday (B) Male

EARLY. Bisexual. All that we said of this new origination in our 1916-17 editions has been more than realized in actual experience. The Billy Sunday is a prolific yielder of high-grade fruit, which is produced continuously from early to late, beginning somewhat earlier than the Warfield and closing its season just before Sample ceases to bear. The foliage is tall and large; fruiting stems are long and hold the fruit well above the foliage until the fruit weighs them down. In size, flavor and color it is ideal, and there are few varieties that have a more delicious flavor than this extraordinary origination. All growers should give this variety, which is native to Ohio, a thorough test.

For prices, see Page 63, Column 3

Clyde (B) Male

EARLY TO LATE. Bisexual. After twenty-one years of experience with this notable variety we can say that it represents one of the highest types of strawberry excellence. Indeed its universal popularity is shown by the fact that it is very successful in all northern states and from southern California to northern British Columbia on the Pacific Coast. Some California growers consider it the greatest variety known and therefore grow only that variety. It is a strong pollinizer of pistillate varieties.

For prices, see Page 63, Column 2

Crescent (P) Female

MEDIUM EARLY. Pistillate. For more than thirty years we have offered this extraordinary pistillate to our customers, and the fact that its popularity never has waned is the highest tribute we can pay to its general excellence. In size the berries are medium and the larger proportion of them are broad wedge-shape, tapering to a dull point. In quality the fruit is excellent, the flesh is close-grained and solid, the flavor is deliciously tart and the berry exceedingly juicy. Crescent ranks very high both as a shipper and canner and is a prime favorite for table use. You always may count upon large yields of fine fruit from this variety.

For prices, see Page 63, Column 1

Helen Davis (B) Male

EARLY. Bisexual. Introduced by us in 1911, Helen Davis has become a leading favorite in almost every section of the eastern and middle states and has now attained large popularity in the inter-mountain states. It is particularly adapted to the colder regions of the northwest and is a prime favorite in the irrigated districts. It is a prolific yielder of beautiful fruit of large size. It is famous for its ability to withstand severe drouths.

For prices, see Page 63, Column 2

Heritage (B) Male

EARLY. Bisexual. One of the largest and finest berries ever grown which is steadily increasing in popularity as its splendid qualities become known. In shape the berry is conical and long, having an obtuse point. In color it is a dark lustrous shade of crimson and is studded with brilliant yellow seeds—a combination of fine flavor and beauty that renders it one of the most popular of the early-season varieties. This is the sixth year we have offered Heritage, and the demand for it grows steadily.

For prices, see Page 63, Column 2

Jessie (B) Male

EARLY. Bisexual. Among growers who aim to produce fancy strawberries and find their soil well adapted to its production, Jessie ranks among the leaders. Under right conditions it is one of the most satisfactory varieties produced by commercial growers. It is an extremely heavy yielder of highest quality fruit and adds to these advantages that of being an excellent fertilizer for early pistillates.

For prices, see Page 63, Column 2

Warfield (P) Female

EARLY. Pistillate. This is the thirtieth year we have offered this wonderful pistillate variety to our patrons, and the highest recommendation that can be paid to any variety which has so long stood the test of time, is the fact that each year we are compelled to increase the area devoted to its production. It has always ranked No. 1 among the varieties particularly adapted to canning, and during a recent season we made canning tests with this variety, the results of which fully justified every statement made in that regard concerning Warfield. The fruit retains after canning its fine rich redness, and its delicious flavor is perhaps superior to any other variety. Warfield combines with beauty extraordinary productiveness. In size it is large and in form ideal. Its exterior is a glossy red and the flesh remains dark red to the center. The berry is very juicy and deliciously tart. Its yield of fruit is enormous and as a shipper it has no superior.

For prices, see Page 63, Column 1

Warren (B) Male

EARLY. Bisexual. Warren has during the last three years won high place among the early varieties, and it has become universally popular as a strong bisexual and an especially heavy yielder of large and luscious, uniformly shaped berries. The plants are very vigorous with strong, leathery foliage of very dark green. The calyx is of light green which adds greatly to the beauty and fine appearance of this variety. Warren won the silver medal of the Massachusetts Horticultural Society in 1912—a notable honor, because there is no other society in the United States whose medals are more highly prized.

For prices, see Page 63, Column 3

Medium Varieties

Bubach (P) Female

MEDIUM. Pistillate. This variety is a wonderful yielder when mated with such varieties as Senator Dunlap, Parsons' Beauty or Magic Gem, and over a very wide range of territory it is one of the most popular varieties known and has been for more than a quarter of a century. Bubach is successful in practically all soils, and we can recommend it without hesitation to all sections of the country, but especially to the growers of the southwest.

For prices, see Page 63, Column 2



R.M. KELLOGG COMPANY, THREE RIVERS, MICH.



Buster (P) Female

MEDIUM. Pistillate. This variety is of Canadian origin and throughout the northern states is approving itself as a variety of unusual value. Wherever it has been grown in the northern states and Canada it has won the approval of everybody. The fruit is fine and the crop yield is immense. This is the sixth year we have offered this variety to our customers, and with each succeeding year we set a larger acreage—a tribute to the quality of this variety that all strawberry growers will appreciate.

For prices, see Page 63, Column 2

Clark's Seedling (B) Male

MEDIUM. Bisexual. This variety is identical with the "Hood River." Its popularity is based primarily upon its extraordinary shipping qualities. Hundreds of carloads of this variety are shipped from the Pacific Coast to as far east as Chicago and arrive there in excellent condition. It is a heavy yielder of fruit and is a fine canner as well as shipper. The fruit is large, of perfect strawberry form for the most part, and where given ample sunshine and air always wins high favor. The foliage is medium large, dark green with spreading habit.

For prices, see Page 63, Column 1

Glen Mary (B) Male

MEDIUM. Bisexual. This variety is noted for its heavy yields of big dark-red berries, and grows in popularity with each succeeding season. Prominent seeds of bright yellow make a fine contrast with the dark red of the fruit, and it is particularly attractive on the market. As a shipper it is excelled by no other variety. Having a great root system and very large foliage, it is especially popular in sections of limited rainfall. This is the twenty-first year we have offered Glen Mary to our patrons, and for the last several years we have been unable to grow a sufficient number to supply the demand. We have a very large planting this year of this variety, and hope to meet all the requirements of the trade. Glen Mary and Wm. Belt make an ideal team. It should be remembered that Glen Mary belongs to the semi-perfect varieties and should not be used as a mate for pistillate varieties.

For prices, see Page 63, Column 2

Haverland (P) Female

MEDIUM. Pistillate. This is the twenty-seventh year we have grown this wonderful and popular variety and every season adds to its popularity. Haverland yields a round, large berry, bright crimson on the sun side, shading to a light red on the under side. It is full and round at the stem end and gradually tapers to an obtuse point. It is not only a delicious berry, but it is a most attractive berry when placed in proper form upon the market. Any of the mid-season bisexuals will perfectly mate with Haverland, with the single exception of Glen Mary, which is deficient in pollen.

For prices, see Page 63, Column 1

Jocunda (B) Male

MEDIUM. Bisexual. Jocunda is medium early and is one of the greatest money-makers throughout the Inter-Mountain states. It is a wonderful fruiter, the berries are large with a bright, shiny surface, and the sparkling yellow seeds make them all the more beautiful. The berries are bright red, velvety in texture and very juicy. The calyx is large and beautiful. The plant is exceedingly hardy, and a heavy runner-maker. When grown in hills the plants attain immense size. The leaves are round and quite large, supported by long stems, which give splendid protection to the fruit. We advise all our Inter-Mountain state friends to set a large acreage to Jocunda, and we are confident that this great variety soon will become a favorite in the Central-Western states.

For prices, see Page 63, Column 1

Klondike (B) Male

MEDIUM. Bisexual. Of southern origin the Klondike not only is very popular in the Southland, but for several years it has been growing more and more popular in the northern states. This variety is famous for its great yields of beautiful berries, rich blood-red in color, uniform in shape and having a flavor that is deliciously mild. This is the fourteenth year we have carried this variety in our lists.

For prices, see Page 63, Column 1

Nick Ohmer (B) Male

MEDIUM TO LATE. Bisexual. For many years a favorite throughout the northern and Atlantic-Seaboard states, Nick Ohmer has during the last three years won almost universal popularity among the extensive strawberry growers of the Pacific Coast. More than that, it now ranks among the first selection in the Gulf regions of the country. In a word, Nick

Ohmer has become practically a universal favorite. Especially noted for its fine, rich flavor, for its large, well-shaped berries and rich crimson color of its fruit, it isn't strange that this variety becomes immediately popular once it becomes known in a given locality. The foliage is quite as beautiful as is the fruit.

For prices, see Page 63, Column 1

Parsons' Beauty (B) Male

MEDIUM. Bisexual. This great variety is especially adapted to the higher altitudes and colder sections of the United States and Canada. One Northern Michigan grower has for many years grown this variety in carload lots and finds it ideal in every way. The berries of this variety are bright red and are of mild and delicious flavor. This is the thirteenth season we have offered this variety to our customers.

For prices, see Page 63, Column 1

Senator Dunlap (B) Male

MEDIUM TO LATE. Bisexual. It is doubtful if in the strawberry world any other variety has won greater popularity than the Senator Dunlap. Having an unusually long fruiting season, and growing immense quantities of large handsome fruit, it is a general favorite in the market everywhere. The berries are rich dark-red with glossy finish, shading to deep scarlet on the under side. It has bright yellow seeds, looking like gold imbedded in highly-colored wax. It is noted for its uniformity of size and shape; and the rich bright red of its meat, and its very delicate flavor makes it in every respect ideal. We ship this variety to every state in the Union and to every province of Canada, and reports are unanimous respecting its high qualities. This is the twentieth year we have offered Dunlap to our patrons, and its steadily increasing popularity has encouraged us to set an unusually large acreage for 1918.

For prices, see Page 63, Column 1

Wm. Belt (B) Male

MEDIUM TO LATE. Bisexual. Produces a large berry of extraordinary beauty. In color it is bright red, which extends to the heart of the fruit. The Belt is very rich, juicy and meaty, and in every way a desirable berry for table purposes. The yellow seeds of this variety make a fine contrast set in the beautiful, bright-red surface, creating a sparkling effect and making it particularly attractive when placed, neatly packed, on the market. The calyx is rather small for so large a berry. The foliage is unusually tall, and light green in color. The berries are arranged quite evenly throughout the vines, and for great productiveness this fine variety nears the limit. The Belt is an ideal pollinizer, and has a long blooming season. The berry varies somewhat as to form. We have had this popular variety in our breeding bed for sixteen years, and its strong points have been developed to perfection by the methods we employ in selecting from the healthiest and most vigorous mother plants. The Wm. Belt and Glen Mary make an ideal team in any field.

For prices, see Page 63, Column 2

Late Varieties

Aroma (B) Male

LATE. Bisexual. Aroma is another variety having a universal demand. And he who once has grown this fruit will always grow it. The berries are very large and are bright red to the center. The flesh is solid and smooth, and the flavor is richly aromatic. The berry is firm and it is one of the leading varieties as a long distance shipper. Its appearance in the box is most attractive, the yellow seeds imbedded in the bright-red flesh making it particularly attractive. These excellent qualities have combined to make the Aroma one of the most popular berries with the commercial grower, and in many localities it is the leading late berry. Strong in pollen, Aroma is an excellent mate for late pistillates, the bloom starting to open medium early and continuing until quite late. The foliage is a smooth deep green, of spreading habit, which gives the sun a clear course to the crowns; its leaves are long, broad and clean. This is the twentieth year we have selected and bred this great variety, and we can recommend it to our customers everywhere.

For prices, see Page 63, Column 1

Brandywine (B) Male

LATE. Bisexual. Brandywine belongs to the list of universal varieties that thrive under all sorts of conditions of soil and climate. Added to this extraordinary quality is its beautiful berry, in color deep blood red to the center, the surface being imbedded with bright, yellow seeds so prominent as to make a beautiful contrast in color. The fruit possesses a flavor peculiar to itself and attracts and holds customers year after year. The productiveness of this variety equals its attractiveness as to size and beauty, rendering it very popular with commercial growers everywhere.

For prices, see Page 63, Column 2



GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



Chesapeake (B) Male

LATE. Bisexual. We take especial pleasure in calling attention to the splendid qualities of the Chesapeake, which for some years has been winning its way to unusual popularity. One enthusiastic Eastern grower wrote us that he considered it the best variety ever grown. In size the fruit is very large and, because of its form, is naturally compared with the Gandy, which it is said to excel in this respect. One grower declares it bears more fruit on single stems than any other variety, and that it is more productive, firmer, of better quality and with fewer green tips than the Gandy. No other variety originated during the last decade has received such high praise from commercial growers as has Chesapeake, and we very much desire that every customer shall set a sufficient number of the Kellogg strain of Chesapeake this season to give it a thorough trial.

For prices, see Page 63, Column 2

Dornan (B) Male

LATE. Bisexual. For fifteen years we have bred this great variety, which is especially appreciated for its sub-acid quality that renders it possible for the confirmed dyspeptic to freely partake of its fruit with impunity. In color the berries are dark red on the upper side, shading to bright-red on the under side. The meat is for the most part deep pink, becoming almost white at the center. It grows generous crops, and never have we known anyone who did not enjoy its rich and delicious flavor. The berries are very large and belong distinctly in the fancy class.

For prices, see Page 63, Column 2

Fendall (P) Female

LATE. Pistillate. Fendall is a seedling of the popular Wm. Belt, and during the last eight years has distinguished itself over a very large section of our country. This variety won the distinction of producing 16,800 quarts of strawberries to a single acre—the record performance for any variety ever known. When properly mated with any of the midseason or late bisexuals, Fendall will yield immense crops of fruit.

For prices, see Page 63, Column 2

Gandy (B) Male

LATE. Bisexual. Gandy was one of the varieties which was adopted by R. M. Kellogg at the beginning of his great work and was offered by him to the trade in his first list. That we are still growing this splendid variety from scions of the original stock is certainly a tribute to its high value. Gandy has many special qualities—it is one of the latest of all berries; it gives its largest yields in heavy clay soil; it is one of the best shippers ever originated—three points of excellence which have made it a universal favorite. The early bloom of Gandy being deficient in pollen we advise you against using it as a fertilizer for pistillate varieties.

For prices, see Page 63, Column 1

Joe Johnson (B) Male

LATE. Bisexual. Among the originations of the past few years that have commanded immediate attention and universal approval is Joe Johnson, an extremely late berry. The fruit is very large and most beautifully formed; its color is brilliant red, and as the calyx is bright green the contrast is strikingly beautiful. Of delicious flavor it is equally desirable as a table and canning berry. It is an exceptionally strong bisexual and therefore an excellent fertilizer of pistillate varieties. As a shipper it is excelled by no other variety. Unlike the Chesapeake, for instance, it is a very generous plant maker. Joe Johnson is one of the universal types or berries that succeeds practically everywhere, and wins permanent friends.

For prices, see Page 63, Column 2

Magoon (B) Male

LATE. Bisexual. This variety is particularly adapted to Pacific Coast and Inter-Mountain state conditions. From the far western districts Magoon is shipped in carload lots to Chicago and other eastern markets after nearly all other varieties have quit fruiting. Magoon grows large berries of very rich flavor and bright red from circumference to center. It is found to be especially valuable in Oregon, Washington and British Columbia.

For prices, see Page 63, Column 1

Marshall (B) Male

LATE. Bisexual. Marshall is one of the blood-red varieties that always attracts the eye, and its delicious qualities perfectly satisfy the taste. It has held a place of honor on our list for twenty-four years and never has failed to give complete satisfaction to high-class trade. Throughout New

England this variety has won more first prizes than any other single variety, and it also enjoys wide popularity in the Middle and Western states, and in California and Oregon it is grown very extensively.

For prices, see Page 63, Column 2

Old Glory (B) Male or Bisexual

LATE. Bisexual. This variety produces berries hard to beat. The berries are produced in great quantities. They are extra large and rather round. The berries in many respects resemble Chesapeake and are fully as firm as Chesapeake berries. The plants are strong, vigorous growers and the foliage grows rank and spreading. We have tested this variety on our farm for several years and it has made such a wonderful record that we recommend it to our customers as an extremely valuable late variety. The berries ripen with such late varieties as Chesapeake, Kellogg's Prize and Sample. It is a strong pollinizer for late pistillates.

For prices, see Page 63, Column 3

Oregon Improved (B) Male

LATE. Bisexual. This splendid late variety is particularly adapted to the Pacific Coast and Inter-Mountain state conditions. One customer writes that it is the greatest shipper he ever has seen and that the berries stand up well when shipped a long distance, "even when they are dead ripe." This is a very important quality, indeed, and it is developing a very large demand for this extraordinary variety. All Inter-Mountain and Pacific Coast customers should give this variety a thorough trial.

For prices, see Page 63, Column 2

Pride of Michigan (B) Male

VERY LATE. Bisexual. This variety was originated on our farms in 1905. In many sections of the country it is recognized as one of the greatest of the late varieties and is famous for the large size of its berries and the very fine quality of their flavor. The plant is very large, the foliage very dense, and it is one of the handsomest plants when fruiting ever seen, as the berries lie in windrows, making a most charming and attractive scene. The fruit is firm, exceedingly large and smooth, and the flavor of the fruit is delicious.

For prices, see Page 63, Column 3

Sample (P) Female

LATE. Pistillate. Commercial growers everywhere find this great variety of highest value, and there is an increasing demand for it in the home garden as well. It is easily one of the most attractive of the late varieties, producing berries not only very late, but yielding immense quantities of them. Individual berries are of great size. Sample is of the perfect strawberry type. In flavor it is delicious and the fruit is rich and filled with juice. As the berries ripen the seeds turn red and so closely resemble the color of the berry itself as to be almost invisible. Stem and calyx are small and remain a bright green for days after the fruit has been picked. Not only is it one of the leading shippers, but it is a general favorite for canning purposes, ranking among the leading table berries as well. It is famous for its habit of coloring a certain percentage of berries each day until the season is over, thus insuring a long fruiting period.

For prices, see Page 63, Column 2

Kellogg's All-Metal One-Piece Dibble

This plant setting tool will last a life time, cannot possibly break and has no rivets to come loose as the handle and blade are made in one piece from the best sheet steel. It does not tire the hand, and is in every way superior to any other dibble ever put upon the market. With this tool, one person can set from 2,500 to 3,000 plants a day.

Ideal for setting plants of any kind, and every grower should have one or more of them.

Price 65 cents each. The present high cost of steel makes it impossible for us to sell these dibles any cheaper, and whether you order one or more, the price is 65 cents each.

If you want dibble sent by parcel post, include postage for each dibble as follows: Zones 1 and 2; .06; zone 3, .08; zone 4, .11; zone 5, .14; zone 6, .17; zone 7, .21; zone 8, .24. Postage to Canada, .24 each.

A SINGLE HILL OF DR. BURRILL, "THE MILLION DOLLAR STRAWBERRY", IN FULL FRUIT



"HEARTS OF GOLD" CANTALOUPE



OWING to the fact that the Hearts of Gold cantaloupe has proved so profitable to our customers, we have secured from Col. Roland Morrill, the originator, the sole right to continue selling seed of this world-famed cantaloupe.

The Hearts of Gold unquestionably is the most delicious and most profitable cantaloupe grown. The plants are strong, vigorous growers and wonderfully productive. The melons are almost round and of large size, averaging from six to eight inches in diameter. Their seed cavity is small and the flesh very thick and meaty. Their flavor is indeed most delicious,—unequalled by any other cantaloupe. The Hearts of Gold differs from all other cantaloupes. The meat is sweet and delicious right to the very rind. On every market, the Hearts of Gold leads all other cantaloupes both in sales and price. They are served in the finest and most exclusive hotels in the country, also on dining cars and first-class passenger steamers.

Mr. Morrill has had more than forty years' experience in growing cantaloupes. He is the largest individual cantaloupe grower in America and is recognized throughout the country as the leading authority on all matters pertaining to their culture. He is frequently consulted by the Department of Agriculture.

Mr. Morrill has originated many leading varieties and has grown practically every known variety, and says that Hearts of Gold beats them all, both for family use and market. He has made \$700.00 per acre in a single season and has sold single carloads at prices ranging from \$700.00 to \$900.00 net.

The Hearts of Gold succeeds everywhere and growers in all sections of the country have no trouble whatever in disposing of all they can produce at prices which net them a big profit.

H. C. Potter, Sioux Falls, S. D., reports a cash profit of \$18.60 from only \$1.00 worth of Hearts of Gold seed which he secured from us, besides supplying his family with all the delicious melons they could use. His yield was at the rate of \$1800.00 per acre.

In the hot climate of the south, J. T. Taylor, Yale, Okla., made a cash profit of \$80.00 from only \$2.50 worth of Hearts of Gold seed.



R.M. KELLOGG COMPANY. THREE RIVERS, MICH.



A SINGLE HILL OF HEARTS OF GOLD IN FULL FRUIT

This photo-engraving gives an idea as to the great productiveness of the Hearts of Gold cantaloupe. You will note that this hill has produced twelve fancy melons. When this picture was made nine of the melons were fully developed and perfectly netted, and the remaining three were about half-developed and just beginning to net. We also call your attention to the heavy foliage so characteristic of this variety. Under ordinary conditions, each hill will produce an average of ten melons, and from six to eight of these are fancy. The quality and quantity of melons produced by Hearts of Gold make it the biggest money-maker of all cantaloupes.

Other customers write us that they pick from four to eight fancy melons from each hill, and whether buying or selling, they are worth at least 10 cents apiece, averaging from 40 to 80 cents per hill. An acre contains approximately 1,700 hills, and figuring conservatively at only 25 cents per hill, should produce at least \$425.00 worth of Hearts of Gold cantaloupes. The profit will increase or decrease according to the season and the care which the grower gives the plants.

How to Grow Hearts of Gold Cantaloupes

Use plenty of manure scattered broadcast before plowing. Make the soil fine before planting. Seed should be planted as soon as all danger of frost is over. Plant four by six feet, putting from six to eight seeds in each hill and covering the seed with about one-half inch of soil. A small amount of well rotted stable manure applied in each hill will greatly increase the crop. When the young plants have formed four leaves, thin them out, allowing only two good strong plants to each hill. Cultivate very shallow because the roots grow close to the surface of the ground. When the plants begin to vine, do not disturb them when hoeing or cultivating, and do not work around the plants when they are wet from dew or rain. If striped beetles make their appearance, sift slaked lime over the plants. Do not pick the melons until they release from the stem easily and without breaking the stem. If these instructions are followed, you should grow a large crop of delicious cantaloupes.

Prices of Hearts of Gold cantaloupe seed delivered, all charges prepaid, are as follows:

Seed for one acre.....	\$5.00	Seed for one-fourth acre.....	\$1.75
Seed for one-half acre.....	3.00	Seed for family garden.....	1.00
Sample package.....	50 cents		

OUR TERMS

READ THESE INSTRUCTIONS CAREFULLY
BEFORE MAKING UP YOUR ORDER

WE DO not accept orders amounting to less than \$1.00. Full payment should be sent with orders amounting to less than \$5.00, but if your order amounts to \$5.00 or more, and you cannot send full payment with order, you may send a payment of one-third the amount with the order, but the balance must be sent not later than April 1st. We will not ship plants until they are paid for in full, except to public institutions. Full payment should be sent with all orders sent to us after March 15. We never ship plants C. O. D. to anyone, nor do we book orders and reserve plants until at least part payment is made.

All orders are booked in the rotation in which they are received. The earlier your order is received, the more certain you will be to get the varieties of your choice.

It is advisable to have your plants shipped just as early as possible. We begin digging and shipping plants in the spring just as soon as weather conditions will permit, which is usually about April 1st, and continue until May 25th. Unless you instruct us to ship your plants on a certain date, we shall use our own judgment as to date of shipment.

We endeavor to acknowledge receipt of all orders promptly, but during March and April, we receive so many orders daily, that it is impossible to acknowledge receipt of all orders the same day they are received. Please bear this in mind, but do not fail to write us should you fail to receive acknowledgment within a reasonable length of time.

If you wish to increase or make any change in your order after it has been booked, don't fail to refer to the order number.

Our plants are accurately counted and tied into bunches of twenty-five plants each, and each bunch bears a label giving the name and sex of the variety.

All claims for mistakes or adjustments must be made immediately upon receipt of plants, advising us the number of plants of each variety you have received, also the number of crates or packages containing the plants. This will enable us to adjust the claim promptly.

HOW TO SEND MONEY

All payments for plants should be made by post office or express money order or by bank draft or registered letter. We will not be responsible for any currency or coin sent in a letter. If you send a personal check, add 10 cents extra for exchange, as this is the amount our bank charges us on each personal check. It is to the customer's interest to send either bank draft or money order, but no matter how you make payment, be sure your remittance is correctly made out.

OUR GUARANTY

With our careful methods of growing, labeling and packing plants, mistakes are practically impossible. therefore we guarantee Kellogg Pedigree plants to be true to name and free from all insects or fungus diseases, but we accept all orders with the express understanding that, should a mistake occur, we are not to be held responsible for more than the amount paid us for the plants. We cannot, and will not be in any way responsible for the crop. All orders are accepted subject to crop and weather conditions and with the mutual understanding that R. M. Kellogg Co. will not be held responsible for inability to fill any order through conditions resulting from an act of nature, labor situation, or any other cause beyond our control.

SUBSTITUTION

We seldom find it necessary to substitute, but should we be unable to furnish plants of varieties you have ordered, may we substitute with other varieties equally as good or better? It is very important that you answer this by writing "yes" or "no" on the order sheet. If you do not express your desire, we shall assume that you wish us to use our judgment in the matter. You may rest assured that we shall not substitute in any case, unless it is absolutely necessary.

PRICE LIST OF KELLOGG PEDIGREE PLANTS PRUNED ALL READY FOR SETTING

NOTE—10 per cent discount will be allowed on orders amounting to \$20.00 or over.

INSTRUCTIONS FOR DETERMINING THE COST OF PLANTS

IN MAKING up your order for plants, find the cost as follows: First locate the variety you want. Beneath the varieties in each column is a complete scale of prices which applies separately to each individual variety listed in that column.

If you want plants of more than one variety, figure the cost of each variety separately, the same as though you were ordering only that one variety, as the price which appears opposite any given quantity of plants is the cost of any variety in that column and not a combination of two or more varieties. For example: 200 plants of any one variety listed in column 3 cost \$2.10, but should you order 100 plants each of more than one variety listed in that column, each 100 plants will cost you \$1.50, that is, 100 Kellogg's Premier will cost \$1.50 and 100 Dr. Burrill also will cost \$1.50.

500 or more plants are sold at 1000 rate.

COLUMN 1	COLUMN 2	COLUMN 3	COLUMN 4
AROMA	BRANDYWINE	BILLY SUNDAY	ADVANCE
BEDER WOOD	BUBACH	DR. BURRILL	AMERICUS
CLARK'S SEEDLING	BUSTER	KELLOGG'S	FORWARD
CRESCENT	CHESAPEAKE	BIG LATE	FRANCIS
GANDY	CLYDE	KELLOGG'S	ONWARD
HAVERLAND	DORNAN	HERCULES	PEERLESS
JOCUNDA	EARLY OZARK	KELLOGG'S	PROGRESSIVE
KLONDIKE	FENDALL	PREMIER	SUPERB
MAGOON	GLEN MARY	KELLOGG'S PRIZE	
NICK OHMER	HELEN DAVIS	MAGIC GEM	
PARSONS' BEAUTY	HERITAGE	MINNESOTA No. 3	
SENATOR DUNLAP	JESSIE	OLD GLORY	
WARFIELD	JOE JOHNSON	PEARL	
	LONGFELLOW	PRIDE OF	
	MARSHALL	MICHIGAN	
	OREGON IMP.	WARREN	
	SAMPLE		
	WM. BELT		
25 plants.....\$0.40	25 plants.....\$0.50	25 plants.....\$0.60	25 plants.....\$0.85
50 plants......60	50 plants......75	50 plants..... 1.00	50 plants..... 1.30
75 plants......80	75 plants..... 1.00	75 plants..... 1.25	75 plants..... 1.70
100 plants......95	100 plants..... 1.20	100 plants..... 1.50	100 plants..... 2.10
125 plants..... 1.10	125 plants..... 1.40	125 plants..... 1.65	125 plants..... 2.40
150 plants..... 1.25	150 plants..... 1.55	150 plants..... 1.80	150 plants..... 2.75
175 plants..... 1.40	175 plants..... 1.75	175 plants..... 1.95	175 plants..... 3.05
200 plants..... 1.55	200 plants..... 1.90	200 plants..... 2.10	200 plants..... 3.35
225 plants..... 1.70	225 plants..... 2.10	225 plants..... 2.30	225 plants..... 3.70
250 plants..... 1.85	250 plants..... 2.25	250 plants..... 2.50	250 plants..... 4.00
275 plants..... 2.00	275 plants..... 2.45	275 plants..... 2.65	275 plants..... 4.30
300 plants..... 2.15	300 plants..... 2.60	300 plants..... 2.85	300 plants..... 4.60
325 plants..... 2.30	325 plants..... 2.75	325 plants..... 3.00	325 plants..... 4.85
350 plants..... 2.40	350 plants..... 2.90	350 plants..... 3.20	350 plants..... 5.10
375 plants..... 2.55	375 plants..... 3.05	375 plants..... 3.35	375 plants..... 5.35
400 plants..... 2.65	400 plants..... 3.20	400 plants..... 3.50	400 plants..... 5.60
425 plants..... 2.75	425 plants..... 3.30	425 plants..... 3.65	425 plants..... 5.80
450 plants..... 2.85	450 plants..... 3.35	450 plants..... 3.75	450 plants..... 5.95
475 plants..... 2.95	475 plants..... 3.45	475 plants..... 3.90	475 plants..... 6.10
500 plants..... 3.00	500 plants..... 3.50	500 plants..... 4.00	500 plants..... 6.25
1000 plants..... 6.00	1000 plants..... 7.00	1000 plants..... 8.00	1000 plants.....12.50

KELLOGG PRICES LOWER THAN LAST YEAR

THIS MEANS A BIG SAVING TO KELLOGG CUSTOMERS

ALTHOUGH the cost of labor and material used in producing Kellogg Pedigree plants has more than doubled during the past few years, and other business concerns throughout the country have been compelled to raise their prices, we have made the prices of Kellogg Pedigree plants lower this year than they were last year. This has been made possible by practicing strict economy, together with our irrigating system and the most efficient and improved methods and machinery, all of which have enabled us to grow a much larger crop at a lower cost per thousand plants. In keeping with our policy, Kellogg customers get the benefit of this saving.

KELLOGG PLANTS PRUNED—ALL READY FOR SETTING ANOTHER BIG SAVING

Kellogg Pedigree plants are pruned, all ready for setting when you receive them. This not only saves you time and labor, but also insures a much quicker and more rapid growth, because the roots have an opportunity to become entirely healed over before the plants reach you, and as a result, begin sending out myriads of fine feeding roots just as soon as they are set.

Although this means a great expense to us, there is no extra cost to you. We do this work for you so that it will be done properly and because we are determined to make Kellogg Pedigree plants the most profitable investment you could possibly make.

PARCEL POST RATES ON STRAWBERRY PLANTS

for shipment within the United States, figured as accurately as possible, are as follows:

Zones 1 and 2, 5 cents per 100 plants	
Zone 3, 10 cents per 100 plants	Zone 6, 25 cents per 100 plants
Zone 4, 15 cents per 100 plants	Zone 7, 30 cents per 100 plants
Zone 5, 20 cents per 100 plants	Zone 8, 36 cents per 100 plants

Your Postmaster will give you the Zone in which you are located from Three Rivers. If you wish your plants insured, add 3 cents if your order does not exceed \$5.00, or 5 cents if more than \$5.00. Postage to Canada, 36 cents per hundred plants. Don't fail to include in your remittance, a sufficient amount to pay postage.

PLANTS BY EXPRESS

If your plants are to be shipped by express, it is not necessary to send money to prepay express charges as these charges are paid by the customer when he receives the plants. Duty on Canadian shipments also must be paid by the customer when he receives his plants.

If you order more than 200 plants, as a rule, it will be cheaper to have them shipped by express.

A detailed illustration of a dark, reflective bowl filled with several large, ripe strawberries. The strawberries are a deep red color with prominent seeds and are topped with fresh green leaves. The bowl is set against a light green background.

MAGIC GEM
THE GEM OF
PERFECTION

FOR DESCRIPTION SEE PAGE 20



KELLOGG'S PREMIER

THE PRIZE WINNER & MONEY MAKER

THE GREATEST OF ALL EXTRA-EARLY STRAWBERRIES